→ CORPORATE VISUAL IDENTITY MANUAL

European Space Agency

This Corporate Identity Manual is based on an analysis of ESA's assets, values and aspirations. Its aim is to sharpen awareness and strengthen ESA's brand in Europe and around the world. The new 'image' communicates a set of brand values that are derived from our culture, history and ambitions. These brand values should drive every activity.

DIFFERENTIATING VALUES

The three most important values – the 'differentiating values' – are those to be used for future positioning and to differentiate our organisation from others in the same 'business'.

These values are translated into the basic elements of design: **EUROPEAN** **VISIONARY** **HUMAN**

They merge into the 'brand idea': **SHARING SPACE**

Shaping and sharing space, bringing space 'closer' to the citizens of Europe and the world. In ESA, we Europeans are working together, building on and using our different talents. We are visionary in setting new challenges and creating a view of the future. We go into space with a human perspective, because we want to bring the benefits back to Earth.

EUROPEAN

UNITED IN DIVERSITY

Motto of the European Union

This is an attitude of colourful multicultural cooperation, recognising the best qualities of nations, but not their borders. We come from different origins, with different sensitivities – but we join forces with a common goal. Our differences become major assets, because the solutions we create are rich with experiences.

VISIONARY

THE TRUE SIGN OF INTELLIGENCE IS NOT KNOWLEDGE BUT IMAGINATION

Albert Einstein

We are a step ahead in ideas, creating a clear and distinctive view of the future. We set new challenges that demand intelligence, imagination, competence and commitment.

HUMAN

YOU CANNOT HOPE TO BUILD A BETTER WORLD WITHOUT IMPROVING THE INDIVIDUALS. EACH OF US MUST WORK FOR HIS OWN IMPROVEMENT AND, AT THE SAME TIME, SHARE A GENERAL RESPONSIBILITY FOR ALL HUMANITY

Marie Curie

We are approachable and understanding, working to improve the quality of life and secure the well-being of people, not just in Europe, but around the world. We are an organisation founded on cooperation. Cooperation means being open and sensitive to others' concerns, understanding and respecting differences.

CORE BRAND VALUES

These are the corporate values that describe our organisation's 'personality'. They should be the basis of the image we want to present to the public and our stakeholders. They are about how we go about our business and how we want to look.

PIONEERING

Leading in discovery and being first in achievements.

GUIDING

Shaping and sharing space, directing space activities for the benefit of all.

PROUD

Conscious of our role and responsibilities, the significance of our achievements and an ability to promote ourselves with confidence.

INSPIRING

Helping people all over the world, young and old, to understand and be involved in space.

STRATEGIC

Seeing the 'bigger picture', planning cooperation and communication to meet our objectives.

→ 1 LOGOTYPE

1 LOGOTYPE

1.1 INTRODUCTION OF THE LOGOTYPE

ESA Logotype

This is the correct ESA Logotype for the new Corporate Identity. The rules of application with respect to the protected area, the dimensions between the symbol and the ESA typography and the size of the logo are defined here.

The composition of the logo, i.e. proportions and texture of the 'fingerprint' part of the symbol must remain the same, as must the position of the 'fingerprint' with respect to the typography.

Each reproduction of the logo must start from an original vectorial file and must always follow the guidelines as described in this chapter.

Two of the new features introduced in this Corporate Identity Manual are the introduction of a special Silver colour to use whenever the printing technique allows, bearing in mind legibility, and stricter rules on colour use, positioning and application over background images.

A special digital ESA Logotype has been created to apply to all 'electronic' formats, i.e. video and screen. This version has been created for the purpose of safeguarding the readability of the fingerprint, allowing for clear and well-defined legibility of the texture within the symbol itself and for avoiding distortions in image.

Notes

The logo in its Silver version can be substituted by the 50% Black shade, but only ever on a white background, never on a colour background or over images.

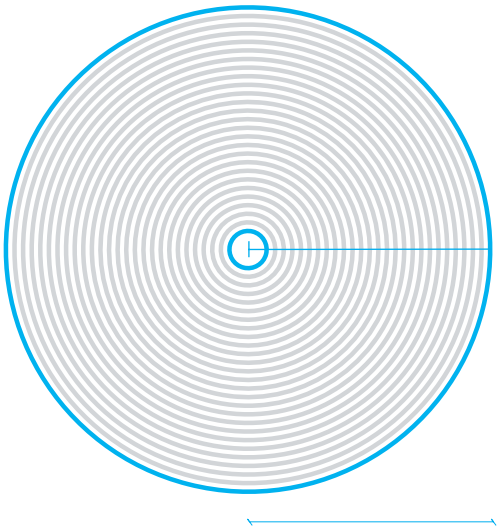
Content linked

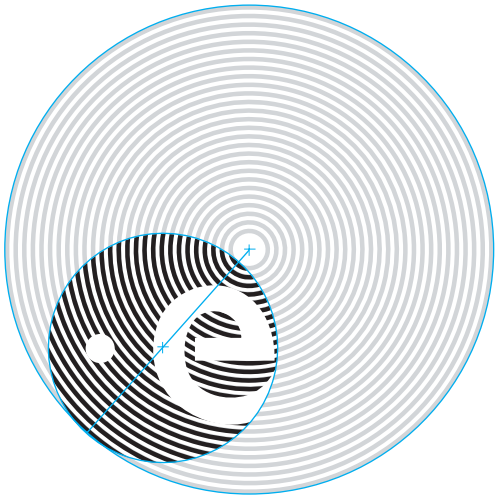
For the correct application of the ESA Logotype in its Silver version in relation to the background, see:

1.8 Application on colour background

1.9 Application on image background

1.2 LOGO CONSTRUCTION GRID





The symbol is positioned precisely between the smallest and the largest circles of the circular texture; the distance between these two elements establishes the diameter. A precise space exists between the two parts of the logo. The relation between the two is given by the diameter of the symbol and the height of the typography.

Notes

The scheme on how the texture of the fingerprint is created can help in the design of the logo in case the original vectorial file is absent. In this case, use of these proportions and guidelines is to be followed.

Content linked

See the version of the logo in small scale:
1.4 Use at smaller sizes

See the version of the logo applied in digital format:
1.5 Logo for screen

1.3.1 COLOUR OF LOGO

ESA Silver

Special
Pantone 877

ESA 50% Black

Print colours
C 0
M 0
Y 0
K 50

ESA Dark Blue

Print colours
C 100
M 85
Y 5
K 35

Notes

The ESA Logotype in its Silver version can be substituted by 50% Black, by Dark Blue or by full Black. It is important to choose the correct version of the logo in relation to the type of background on which it is to be placed.

Content linked

See applications of the logo:

1.8 Application on colour background

1.9 Application on image background

1.3.2 COLOUR OF LOGO

ESA full Black (positive)

Print colours
C 0
M 0
Y 0
K 100

ESA White (negative)

Print colours
White

Notes

Besides the versions of the Silver, 50% Black and Dark Blue Logotype, a positive and negative version is possible. The colour applications of the logo here are the only ones allowed.

Content linked

See applications of the logo:

1.8 Application on colour background

1.9 Application on image background

1.4 USE AT SMALLER SIZES

> 12 mm

The application of the ESA Logotype with the fingerprint is permitted in all its dimensions down to a minimum of 12 mm.
The minimum measurement refers to the diameter of the symbol.

< 12 mm

When the symbol is less than 12 mm in diameter, use the solid and non-textured version of the logo (i.e. no fingerprint).

This version has been created only to be used at small sizes where the legibility of the fingerprint could be compromised, or for reproduction on special materials.

Notes

It is strongly advised to use the logo with fingerprint at a size greater than or equal to 12 mm wherever possible, to ensure it is accurately reproduced on any type of print or material.

Due to the different media and techniques used to produce ESA promotion materials and gadgets, the use of the logo will have to be evaluated on a case by case basis.

The use of these versions or special cases of the ESA logo must be approved by the ESA Corporate Design Service, corporatedesign@esa.int.

1.5 LOGO FOR SCREEN

ESA Logotype for print

Stroke fingerprint for Logotype print 0 = X

ESA Logotype for screen

Stroke fingerprint for Logotype print 0 = X1,8

The fingerprint of the ESA Logotype for print is composed of 27 concentric circles of identical thickness.
The fingerprint of the ESA Logotype for screen is composed of 17 concentric circles and their thickness has been increased.
The thickness of the original logo's circle is defined as X; the thickness of the circle in the digital version is that of X1,8.

Notes

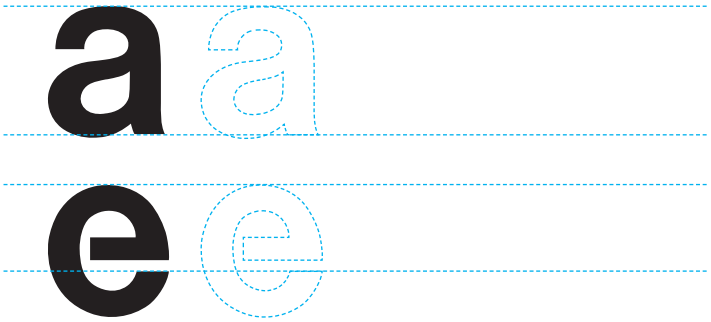
The protected area, colours and correct use of the ESA Logotype are described in chapters '1 Logotype'.

Content linked

See applications of ESA Logotype for screen:

7.9.1 Web Portal header: grid

1.6 PROTECTED AREA



The protected area keeps the ESA Logotype free from other text or graphic elements that could compromise its legibility or recognition. The building of the protected area is given by the 'a' and the 'e' of the typography.

The 'a' establishes the protected area of the upper and lower margins.

The partial 'e' establishes a protected area for the right and left margins of the ESA Logotype.

Notes

The blue outlined area above, marked protected area, is not visible in real applications. This is only used here to illustrate the construction and proportions.

Content linked

See applications of the protected area:

7 Applications chapter

1.7.1 LOGO SPECIAL CASES – LAUNCHERS

The partial ‘e’ establishes the margins between the fingerprint symbol and the typography.

Notes

A special vertical version of the ESA Logotype has been created for the use on ESA’s launcher vehicles only. This logo maximises the readability of the fingerprint symbol on a vertical shape. Use of this version of the ESA logo must be approved by the ESA Corporate Design Service, corporatedesign@esa.int

1.7.2 LOGO SPECIAL CASES – LAUNCHERS

Schematic application of ESA's logo special case on launchers (Vega, Ariane and Soyuz).

Notes

A special vertical version of the ESA Logotype and flags has been created for the use on ESA's launcher vehicles only.

1.7.3 SAMPLES OF LOGO SPECIAL CASES – VEGA

Vertical version of the ESA Logotype and flags created for the use on ESA's launcher vehicle Vega.

Notes

A special vertical version of the ESA Logotype and flags has been created for the use on ESA's launcher vehicles only. Use of this version of the ESA logo must be approved by the ESA Corporate Design Service, corporatedesign@esa.int

1.7.4 SAMPLES OF LOGO SPECIAL CASES – ARIANE

Vertical version of the ESA Logotype and flags created for the use on ESA's launcher vehicle Ariane.

Notes

A special vertical version of the ESA Logotype and flags has been created for the use on ESA's launcher vehicles only.
Use of this version of the ESA logo must be approved by the ESA Corporate Design Service, corporatedesign@esa.int

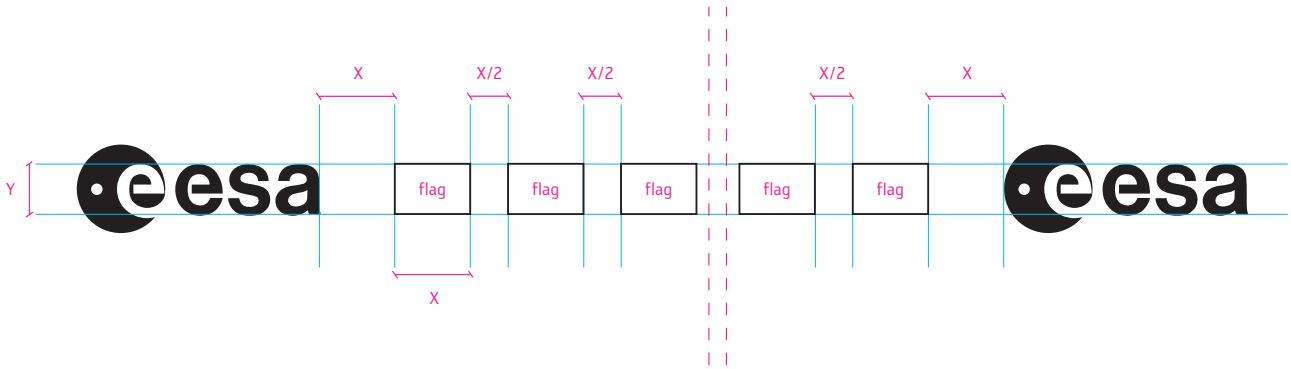
1.7.5 SAMPLES OF LOGO SPECIAL CASES – SOYUZ

Vertical version of the ESA Logotype and flags created for the use on launcher vehicle Soyuz.

Notes

A special vertical version of the ESA Logotype and flags has been created for the use on ESA's launcher vehicles only. Use of this version of the ESA logo must be approved by the ESA Corporate Design Service, corporatedesign@esa.int

1.7.6 LOGO SPECIAL CASES – GRID FOR BANNERS AT POLITICAL EVENTS



Y is defined by the height of the 'a' letter in the ESA logo.
X is defined by the length of the flags.
The space between ESA logo and the first and last flag is X.
The space between flags is X/2 .

Notes

The ESA logo does not include national flags. However, national flags can be associated with it to highlight the intergovernmental nature of ESA at political events.
Use of this special case of ESA logotypes associated with flags must be approved by the ESA Corporate Design Service, corporatedesign@esa.int
It is distributed exclusively on demand.

1.7.7 LOGO SPECIAL CASES – BANNERS AT POLITICAL EVENTS

ESA Dark Blue and flags (positive)

ESA White and flags (negative)

For printed applications at political events, the full set of Member States' flags preceded and followed by an ESA logo shall be used.
This solution can also be used for political meetings involving optional programmes, where only a subset of Member States' flags is needed.

Notes

The ESA logo does not include national flags. However, national flags can be associated with it to highlight the intergovernmental nature of ESA at political events.
Use of this special case of ESA logotypes associated with flags must be approved by the ESA Corporate Design Service, corporatedesign@esa.int
It is distributed exclusively on demand.

1.8 APPLICATION ON COLOUR BACKGROUND

The ESA Logotype in its 50% Black, Dark Blue or full Black versions cannot be applied to a background colour.

The ESA logo in its Silver version can be applied in these background colours, as well as the background colours of the ESA palette.

The ESA Logotype in its White/Negative version can be applied to these background colours.

Notes

It is important to apply these rules so as not to compromise the legibility of the ESA Logotype. The colour background can be used only when the Silver or White version of the logo is applied.

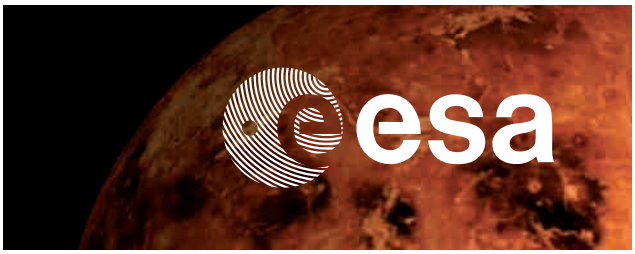
Content linked

See applications of the logo on colour background:

6.6.1 Colour application with orbits

7 Applications chapter

1.9 APPLICATION ON IMAGE BACKGROUND



When the background image has dark tones and it is not possible to apply the ESA Logotype in its silver version, the White/Positive version is recommended.

When the background image has light tones or is very bright, the Black/Dark Blue versions of the logo are recommended.

When the background image has light tones or is very bright, the Black/Dark Blue versions of the logo are recommended.

When the background image has dark tones and where printing allows it, the ESA Silver Logotype is recommended.

Notes

The choice of the ESA Logotype version to match with a background image must respect its legibility and ease of recognition in relation to the support of the general layout.

Content linked

For correct applications of the logo on the real formats, see:

6.7 Layout with images

7.15 Horizontal leaflet

7.18 Vertical A1 poster

1 LOGOTYPE

1.10 POSITION AND PROPORTION WITH LAYOUT

In all formats and applications, the ESA Logotype is positioned in the right hand margin of the page. This gives coherence and general consistency to the whole Corporate Identity.
The proportions of the Logotype with respect to the format come from the relation between its size and the X dimension of the page layout.
These proportions can change relative to the size of the format.
The table below illustrates the precise relation between the sizes of the ESA Logotype and the format.

Format	Proportion
DIN long	X = Y/2,5
A5	X = Y/6
A4	X = Y/8,25
A3	X = Y/8,25
A2	X = Y/8
A1	X = Y/8
A0	X = Y/8

Notes

Please respect the proportions as indicated in the above table to always have a balanced relation between the ESA Logotype and the format on which it is applied.

Content linked

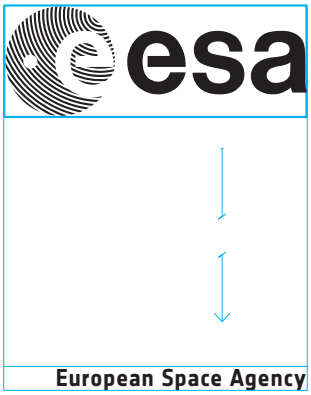
See applications of the logo and its positioning with respect to the format:

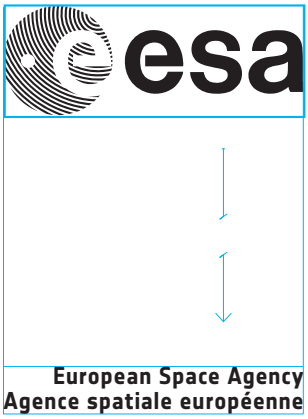
7 Applications chapter

1.11.1 LOGO AND SIGNATURE

The signature under the ESA Logotype has two versions: English and French, and English-only.

The signature must be applied immediately below the protected area and aligned with the right margin. These examples can be followed in cases where other logos are used in a layout, or where the dimensions of the product are restrictive.





These two examples, with the signature placed some distance away from the ESA Logotype, are the standard and should be followed on most layouts, e.g. brochure covers, books, etc.

In the version of the ESA Logotype without the fingerprint, applied when the size is less than 12 mm, the signature can be included down to 8,5 mm, but must follow the same rules.

Notes

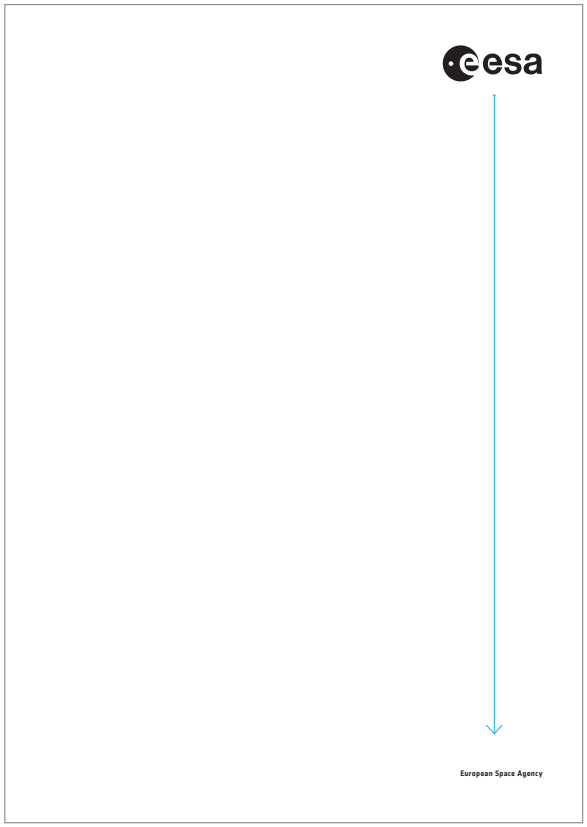
In most cases, use the English version. The double language signature is to be used only on certain corporate documents and stationery as indicated in chapter 7.

Content linked

See applications of the logo and the signature:

7 Applications chapter

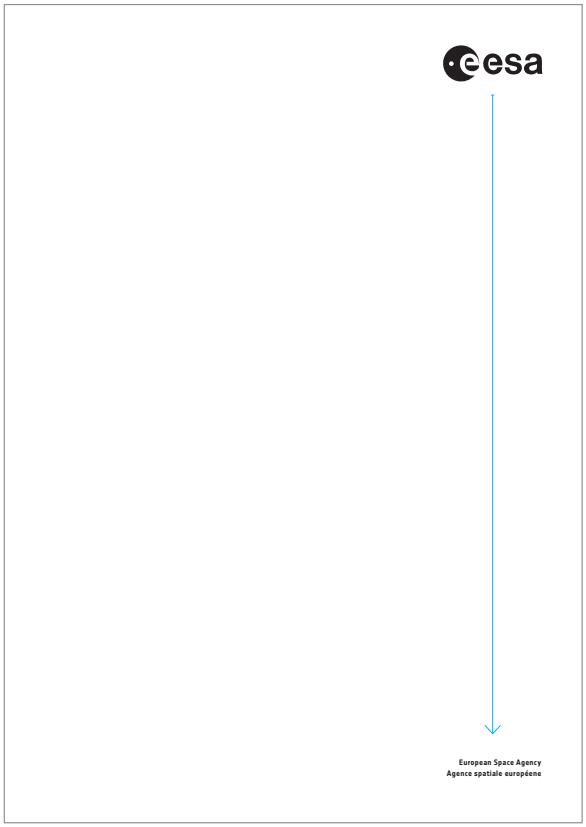
1.11.2 LOGO AND SIGNATURE



Examples of layout with English-only signature.

The signature is always aligned with the right-hand margin of the ESA Logotype and is adjacent to the lower margin of the layout.

The distance between the ESA Logotype and the signature is set by the vertical dimensions of the layout.



An example of the layout with signature in English and French.

Notes

In most cases, use only the English version. The double language signature is to be used only on certain corporate documents and stationery as indicated in chapter 7. There may be special cases where a unique application solution is needed. Please contact the Corporate Design Service, corporatedesign@esa.int

Content linked

See applications of the logo and the signature:

7 Applications chapter

1 LOGOTYPE

1.12.1 DO NOT

Do not use a gradient background that compromises the logo's legibility.

Do not force the width dimensions of the logo.

Do not force the height dimensions of the logo.

Do not apply two different colours for the symbol and for the typography of the logo: always use the 'colour code' described in this chapter.

Do not apply a different colour to the logo to those described in this chapter.

Do not change the order and the position between the symbol and the typography.

Do not go beyond the protected area with graphic elements.

Do not superimpose graphic elements over the logo.

Notes

These examples of incorrect applications of the logo are not acceptable and could compromise ESA's Corporate Identity.

1.12.2 DO NOT

Do not use shadow effects with the logo.

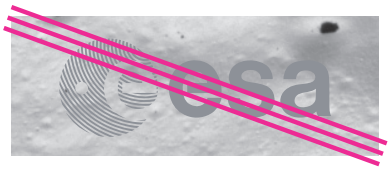
Do not apply effects or filters to the logo: legibility will be compromised.

Do not change the proportions between size of symbol and the typography of the logo.

Do not change the proportions of the logo and the signature.

When the logo is used in negative, the symbol must also match.

Do not create outline version of logo.



When the logo is applied to a background, use the most suitable colour code following the indications given in paragraph '1.8 Application on image background'.

Use the logo without the fingerprint only when the height dimensions are less than 12 mm.

Notes

These examples of incorrect applications of the logo are not acceptable and could compromise ESA's Corporate Identity.

1 LOGOTYPE

1.13.1 DIGITAL FILES

Logo Fingerprint

Vectorial	Office presentation	Office print
01_logo_silver_pantone.eps	---	---
02_logo_grey.eps	02_logo_grey.bmp	02_logo_grey.pdf
03_logo_dark_blue.eps	03_logo_dark_blue.bmp	03_logo_dark_blue.pdf
04_logo_black.eps	04_logo_black.bmp	04_logo_black.pdf
05_logo_white.eps	---	05_logo_white.pdf

Logo Solid

Vectorial	Office presentation	Office print
06_logo_solid_silver_pantone.eps	---	---
07_logo_solid_grey.eps	07_logo_solid_grey.bmp	07_logo_solid_grey.pdf
08_logo_solid_dark_blue.eps	08_logo_solid_dark_blue.bmp	08_logo_solid_dark_blue.pdf
09_logo_solid_black.eps	09_logo_solid_black.bmp	09_logo_solid_black.pdf
10_logo_solid_white.eps	---	10_logo_solid_white.pdf

Signature

Vectorial	Office presentation	Office print
11_signature_A_silver_pantone.eps	---	---
12_signature_A_grey.eps	12_signature_A_grey.bmp	12_signature_A_grey.pdf
13_signature_A_dark_blue.eps	13_signature_A_dark_blue.bmp	13_signature_A_dark_blue.pdf
14_signature_A_black.eps	14_signature_A_black.bmp	14_signature_A_black.pdf
15_signature_A_white.eps	---	15_signature_A_white.pdf
16_signature_B_silver_pantone.eps	---	---
17_signature_B_grey.eps	17_signature_B_grey. bmp	17_signature_B_grey.pdf
18_signature_B_dark_blue.eps	18_signature_B_dark_blue. bmp	18_signature_B_dark_blue.pdf
19_signature_B_black.eps	19_signature_B_black. bmp	19_signature_B_black.pdf
20_signature_B_white.eps	---	20_signature_B_white.pdf

Notes

All the digital files are available on DVD supplied with the Corporate Identity Manual and can also be found at the following address:

http://www.esa.int/identity

1.13.2 DIGITAL FILES

Logo Fingerprint with signature

Vectorial	Office presentation	Office print
21_logo_silver_pantone_sign_A.eps	---	---
22_logo_grey_sign_A.eps	22_logo_grey_sign_A.bmp	22_logo_grey_sign_A.pdf
23_logo_dark_blue_sign_A.eps	23_logo_dark_blue_sign_A.bmp	23_logo_dark_blue_sign_A.pdf
24_logo_black_sign_A.eps	24_logo_black_sign_A.bmp	24_logo_black_sign_A.pdf
25_logo_white_sign_A.eps	---	25_logo_white_sign_A.pdf
26_logo_silver_pantone_sign_B.eps	---	---
27_logo_grey_sign_B.eps	27_logo_grey_sign_B.bmp	27_logo_grey_sign_B.pdf
28_logo_dark_blue_sign_B.eps	28_logo_dark_blue_sign_B.bmp	28_logo_dark_blue_sign_B.pdf
29_logo_black_sign_B.eps	29_logo_black_sign_B.bmp	29_logo_black_sign_B.pdf
30_logo_white_sign_B.eps	---	30_logo_white_sign_B.pdf

Logo Solid with signature

Vectorial	Office presentation	Office print
31_logo_solid_silver_pantone_sign_A.eps	---	---
32_logo_solid_grey_sign_A.eps	32_logo_solid_grey_sign_A.bmp	32_logo_solid_grey_sign_A.pdf
33_logo_solid_dark_blue_sign_A.eps	33_logo_solid_dark_blue_sign_A.bmp	33_logo_solid_dark_blue_sign_A.pdf
34_logo_solid_black_sign_A.eps	34_logo_solid_black_sign_A.bmp	34_logo_solid_black_sign_A.pdf
35_logo_solid_white_sign_A.eps	---	35_logo_solid_white_sign_A.pdf
36_logo_solid_silver_pantone_sign_B.eps	---	---
37_logo_solid_grey_sign_B.eps	37_logo_solid_grey_sign_B.bmp	37_logo_solid_grey_sign_B.pdf
38_logo_solid_dark_blue_sign_B.eps	38_logo_solid_dark_blue_sign_B.bmp	38_logo_solid_dark_blue_sign_B.pdf
39_logo_solid_black_sign_B.eps	39_logo_solid_black_sign_B.bmp	39_logo_solid_black_sign_B.pdf
40_logo_solid_white_sign_B.eps	---	40_logo_solid_white_sign_B.pdf

Notes

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1.13.3 DIGITAL FILES

Digital Logo

Vectorial	Hi resolution	Low resolution
41_digital_logo_grey.eps	41_digital_logo_grey_HI.png	41_digital_logo_grey_LOW.png
42_digital_logo_dark_blue.eps	42_digital_logo_dark_blue_HI.png	42_digital_logo_dark_blue_LOW.png
43_digital_logo_black.eps	43_digital_logo_black_HI.png	43_digital_logo_black_LOW.png
44_digital_logo_white.eps	44_digital_logo_white_HI.png	44_digital_logo_white_LOW.png

Logo Special cases

Vectorial	Office print
45_Launcher_VERTICAL.eps	45_Launcher_VERTICAL.pdf
46_Logo_Ariane5.eps	46_Logo_Ariane5.pdf
47_Logo_Soyuz.eps	47_Logo_Soyuz.pdf
48_Logo_Vega.eps	48_Logo_Vega.pdf

Notes

All the digital files are available on DVD supplied with the Corporate Identity Manual and can also be found at the following address:

http://www.esa.int/identity

→ 2 COLOURS

2 COLOURS

2.1 INTRODUCTION OF COLOURS

Colours for ESA's Corporate Identity

In addition to the colours applied in the ESA Logotype (Silver, 50% Black, full Black, Dark Blue, White), a primary colour palette has been developed, taking inspiration from the basic colours present in the national flags of Member States.

From this primary palette, a secondary palette of more hues has been created. The extra variations give more flexibility in layouts and allow complementary colours to be coordinated.

ESA Colours

Notes

With such a rich colour palette and choice of hues, it is important to apply coherent rules. Correct colour coordination is vital to ensure consistency in ESA's Corporate Identity.

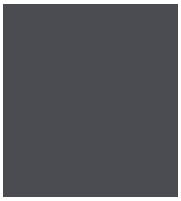
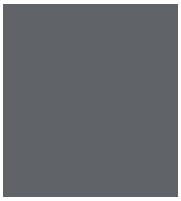
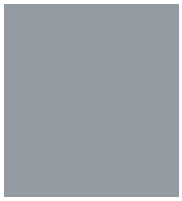
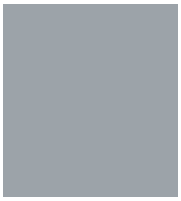
Content linked

See colour applications in various formats:

5.6.1 Colour application with orbits

7 Applications chapter

2.2 NEUTRAL PALETTE

ESA Black	ESA 85% Black	ESA 75% Black	ESA 45% Black	ESA 15% Black	ESA Silver
					

Print colours

C 0	C 0	C 0	C 0	C 0	C 0
M 0	M 0	M 0	M 0	M 0	M 0
Y 0	Y 0	Y 0	Y 0	Y 0	Y 0
K 100	K 85	K 75	K 45	K 15	K 50

Screen colour/decimal

R 0	R 77	R 116	R 154	R 213	R 139
G 0	G 79	G 118	G 155	G 214	G 141
B 0	B 83	B 120	B 156	B 210	B 142

Screen colour/hexadecimal

#000000	#4D4F53	#747678	#9A9B9C	#D5D6D2	#8B8D8E

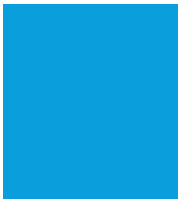
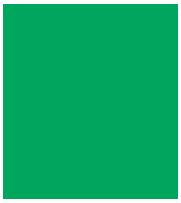
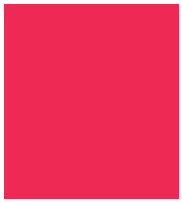
Pantone

Black C	CoolGrey 11 C	CoolGrey 9 C	CoolGrey 7 C	CoolGrey 2 C	877 C

Notes

The neutral palette is important, in particular for its application in text. This includes Silver, which may be applied to the ESA Logotype, to basic layout elements or as a background colour.

2.3 PRIMARY PALETTE

ESA Blue	ESA Azure	ESA Green	ESA Orange	ESA Red	ESA Yellow
					
Print colours					
C 100	C 85	C 97	C 0	C 0	C 0
M 75	M 21	M 2	M 65	M 100	M 19
Y 2	Y 0	Y 98	Y 95	Y 69	Y 89
K 17	K 0	K 12	K 0	K 0	K 0
Screen colour/decimal					
R 0	R 0	R 0	R 227	R 208	R 253
G 51	G 152	G 133	G 114	G 16	G 200
B 141	B 219	B 66	B 34	B 58	B 47
Screen colour/hexadecimal					
#00338D	#0098DB	#008542	#E37222	#D0103A	#FDC82F
Pantone					
287 C	2925 C	348 C	158 C	199 C	123 C

Notes

The primary colour palette may be used to design basic layout elements, text highlighting and backgrounds, but must not be applied to the ESA Logotype.

Content linked

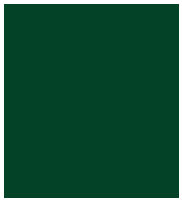
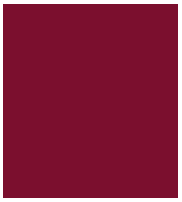
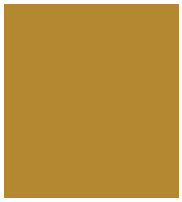
See applications of the primary palette:

5.6.1 Colour application with orbits

7.4 Business cards

7.6 Compliment slip

2.4 SECONDARY PALETTE

ESA Dark Blue	ESA Dark Azure	ESA Dark Green	ESA Dark Orange	ESA Dark Red	ESA Dark Yellow
					
Print colours					
C 100	C 100	C 81	C 6	C 10	C 6
M 85	M 52	M 22	M 72	M 100	M 34
Y 5	Y 2	Y 79	Y 100	Y 61	Y 100
K 35	K 15	K 70	K 32	K 50	K 25
Screen colour/decimal					
R 0	R 0	R 40	R 157	R 130	R 184
G 38	G 84	G 78	G 81	G 36	G 139
B 100	B 159	B 54	B 22	B 51	B 0
Screen colour/hexadecimal					
#002664	#00549F	#284E36	#9D5116	#822433	#B88B00
Pantone					
281 C	2945 C	350 C	160 C	202 C	125 C

Notes

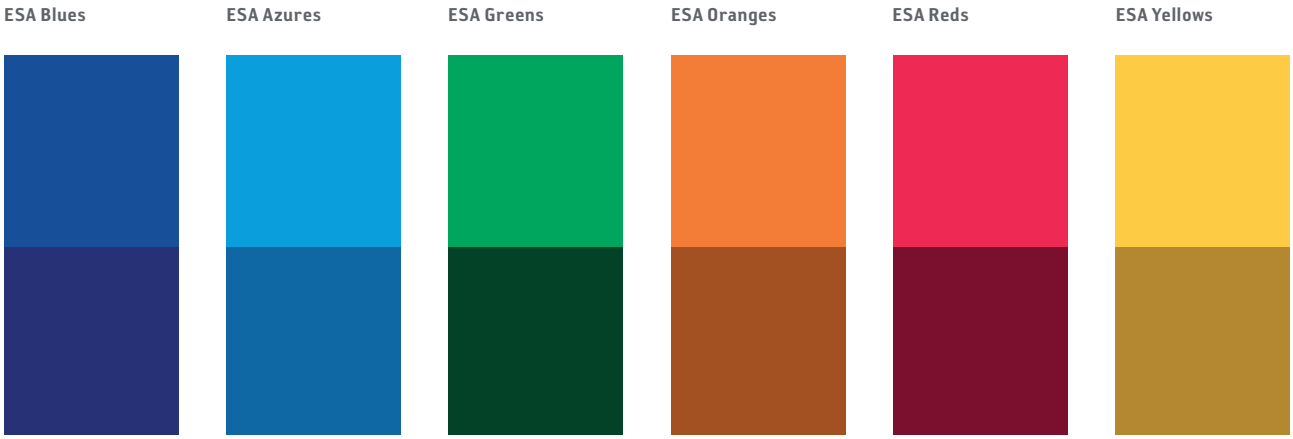
Secondary colours must only be used with the related primary colour. Like primary colours, they can be used in text highlighting, backgrounds or basic design elements, but never applied to the ESA Logotype (exception of ESA Darck Bleu).

Content linked

See applications of the secondary palette:

5.6.3 Secondary colour application with orbits

2.5 COLOUR-MATCHING



Colour-matching unites the primary and secondary colour palettes, allowing each colour to have two tones.

These colour matches will be useful in cases where a single colour is chosen for a particular product or application. In this case, it will be possible to use both the dark tones as well as the light tones, alongside the whole range of neutral colours.

Notes

It is important, when coordinating colours, to use only the dark and light hues as indicated in this table.

Content linked

See applications of colour-matching:

5.6.3 Secondary colour application with orbits

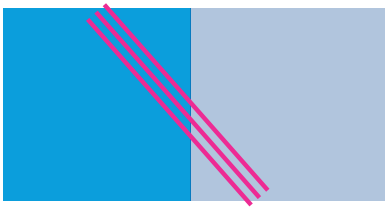
7.14 Brochure

2.6 DO NOT

Blend

Do not apply a blend of several colours that does not conform to the colour-matching palette.

Opacity

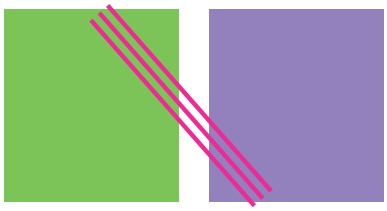


Do not overlay colours that are to be used only in their saturated form.

Overlay

Do not create a third colour by superimposing one colour on another.

Colour change



Do not use colours that are not from the official ESA colour palette.

Match

Do not match two different colours from the same palette.

Match

Do not match primary colours with different secondary colours.

→ 3 TYPOGRAPHY

3 TYPOGRAPHY

3.1 INTRODUCTION OF ESA FONTS

Typography for ESA

This chapter describes the ESA font library and their applications. The typography for ESA is divided into groups that correspond to the different application areas and covers their various uses.

The library consists of:

'Notes ESA' – the corporate font, from the font designed by the Typefoundry Primetype of Ole Schäfer (used for titles, subheads and some special text;

Logos Font 'Notes Style'– also from the Typefoundry Primetype, used in all sub-brand items found in ESA's brand architecture, e.g. programmes, missions, establishments and products;

'The Sans' and 'Reykjavik One' and 'Meta Serif'– complementary sans serif and serif fonts to be used in body text, captions, legends, graphics texts and tables.

European Space Agency
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Corporate Font:
Notes ESA
establishment
programme
mission
Logos Font:
Notes Style
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu
Complementary Font Sans Serif:
The Sans
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu
Complementary Font Serif:
Meta Serif
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et
Caption Font:
Reykjavik One

Notes

Besides the above mentioned fonts, the Din font is included for Greek, and the system font Verdana and Georgia are for editable templates such as Word or PPT.

Content linked

For the correct use of these fonts, see:

3.9.1 Text in titles

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890→!$%&/()?º

Notes ESA Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890→!$%&/()?º

Notes ESA Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890→!$%&/()?º

Notes ESA Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890→!$%&/()?º

Notes ESA Bold Italic

Notes

Within Notes ESA, an arrow is included and may be used together with titles, texts or as a graphic element within the basic layout.

Content linked

For the correct use of these fonts, see:

3.9.1 Text in titles

3.3 ESA CORPORATE FONT GREEK

αβγδεζηθικλμνξοπρςστυφχψωϊϋόύώβ
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩΪΫΆΕΪΩ
1234567890

Din Pro Regular with Notes ESA numbers integrated

αβγδεζηθικλμνξοπρςστυφχψωϊϋόύώβ
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩΪΫΆΕΪΩ
1234567890

Din Pro Bold with Notes ESA numbers integrated

Notes

This font is used in Greek documents and can be applied to titles, subheadings, text, captions and graphic texts.

abcdefghijklmnopqrstuuwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?º

Notes Style Regular

abcdefghijklmnopqrstuuwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?º

Notes Style Bold

Notes

The font 'Notes Style' has been introduced to support the creation of ESA sub-brands, e.g. establishments, programmes, missions, and may be used exclusively for this application. It is not to be used in titles, subheadings or body text.

Content linked

For applications in ESA's brand architecture, see:

6 Brand architecture chapter

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

The Sans Semi-Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

The Sans Semi-Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

The Sans Semi-Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

The Sans Semi-Bold Italic

Notes

The Sans is a highly readable font even when small, and is recommended for body text and related subheads. It offers optimum readability both in print and on video. We do not recommend using it smaller than 8 pt.

Content linked

For the correct use of these fonts, see:

3.9.3 Body text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Meta Serif Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Meta Serif Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Meta Serif Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Meta Serif Bold Italic

Notes

The Meta Serif is a highly readable font and is recommended for body text and related subheads. We do not recommend using at smaller than 8pt.

Content linked

For the correct use of these fonts, see:

3.9.3 Body text

3.7 CAPTION FONT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Reykjavik One AGauge

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Reykjavik One CGauge

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!$%&/()?°

Reykjavik One AGauge Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Reykjavik One CGauge Italic

Notes

The Reykjavik One font is highly readable even when small, and is recommended for all caption texts, notes and graphics-related text. It is a font that offers high legibility both in print and screen. We do not recommend using smaller than 7pt.

Content linked

For the correct use of these fonts, see:

3.9.4 Caption text

3.8 SYSTEM FONT FOR GENERAL USE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Verdana Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Verdana Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Georgia Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%&/()?°

Georgia Bold

Notes

The system font should be used in editable documents and templates. The Verdana font is recommended for web portal and PPT. The Georgia font is recommended for all editable text such as in letterheads, fax numbers, Word templates, etc.

3.9.1 TEXT IN TITLES

→ LOREM IPSUM DOLOR SIT

Clean title:
Font 36 pt, Interline 36 pt.

→ LOREM IPSUM DOLOR SIT

Highlighted title:
Font 36 pt, Interline 46 pt, Highlight 42 pt.

Title

These titles include all the titles on the covers of brochures, on posters and on pages within the actual documents where they mark the beginning of a chapter.

The Notes ESA Bold is recommended in capital letters for all the titles to maintain the indicated proportions between the size of the font, the interline spacing, the kerning and the dimensions of the highlighted area below the text.

The arrow character can be key in by using the charecter map (in PC) or the glyphs(in Mac).

→ LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISICING ELIT

Clean title:
Font 18 pt, Interline 18 pt.

→ LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISICING ELIT

Highlighted title:
Font 18 pt, Interline 23 pt, Highlight 21 pt.

Clean title:

Whenever clean title is used, the dimensions of the font and the interline spacing remain the same.

Font X:

Interlines = X Highlight = X

Highlighted title:

Whenever highlight title is used, the interline spacing must increase by 28% and the dimensions of the highlight by 17% with respect to the dimensions of the font used. The highlight must always be centred above with respect to the position of the font.

Font X:

Interlines = X + 28 % X Highlight = X + 17 % X

The highlight ed text can be generated in InDesign by selecting Underline option in Characters menu.

Notes

For the clean title and the highlighted title, use the neutral colour range as well as the primary and secondary colours. The ‘arrow’ element at the beginning of the title text must be used on cover pages.

Content linked

For applications of title, see:

5 Layout elements chapter

3.9.2 TEXT IN SUBHEADINGS

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum

Notes ESA subheadings

Notes ESA subheading

The subheading in Notes ESA may coexist in the same layout alongside title in Notes ESA, with the body text in The Sans or in Meta Serif.

Both the Notes ESA Bold as well as the Notes ESA Regular may be used in subheadings, whereas the use of the italic versions of the font is not recommended.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

The Sans subheadings

The Sans subheading

The subheading in The Sans may be applied with the titles in Notes ESA and with the body text in The Sans.

In the subheadings, the whole set of The Sans may be used; the italic version is not recommended.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

Meta Serif subheadings

Meta Serif subheading

The subheading in Meta Serif may be applied with the titles in Notes ESA and with the body text in Meta Serif.

In the subheadings, the application of the whole family of Meta Serif is possible while the use of italic is not recommended.

Notes

The application of the two complementary fonts of The Sans and Meta Serif are not recommended in the same layout. The application of the whole set of neutral, primary and secondary colours is possible in subheadings.

3.9.3 BODY TEXT

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor

The Sans body text

The Sans body text

For body texts it is possible to apply the whole family of The Sans font. They may coexist in the same layout with the title in Notes ESA, and with the subheadings in The Sans font.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Meta Serif body text

Meta Serif body text

For texts it is possible to apply the whole family of Meta Serif. They can coexist in the same layout with the title in Notes ESA, and with the subheadings in the Meta Serif font.

Notes

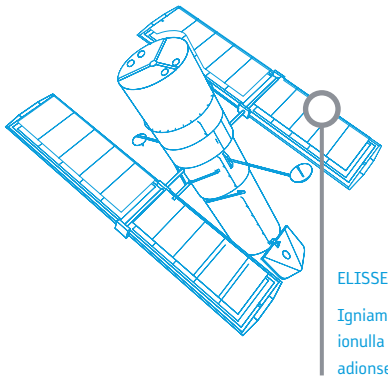
The use of the two complementary fonts of The Sans and Meta Serif together on the same layout are not recommended. For body text, the full range of neutral colours can be used.

3.9.4 CAPTION TEXT

Igniam erci tio odolore molutat alismod ionulla faccum

Reykjavik One caption with image

Captions should be short and occupy the minimum space in the layout near the respective image, i.e. no more than two lines. It is possible preferably to have an image title, but not essential. The complete set of the Reykjavik One font is recommended.



ELISSED DUISMOD

Igniam erci tio odolore molutat alismod ionulla faccum ipisl utat alit at aut adionsenim.

Reykjavik One for graphics labels

For the texts related to the graphics, the Reykjavik One font is suggested.

CONSECTETUR ADIPISICI ELIT
consectetur adipisici elit
sed eiusmod tempor
incidunt ut labore

Reykjavik One for tables

For text in tables, the full set of Reykjavik One font is suggested.

Notes

The Reykjavik One font may be used together with one of the two complementary fonts, The Sans or Meta Serif. For this type of text, apply the neutral colour range.

3 TYPOGRAPHY

3.10 CASE OF USE

Type of text	Regular	Bold	Italic	Bold Italic
Logos	Notes Style	Notes Style	---	---
Clean Title	---	Notes ESA	---	---
Highlighted Title	---	Notes ESA	---	---
Subheading	Notes ESA	Notes ESA	---	---
Subheading	The Sans	The Sans	---	---
Subheading	Meta Serif	Meta Serif	---	---
Body text	The Sans	The Sans	The Sans	The Sans
Body text	Meta Serif	Meta Serif	Meta Serif	Meta Serif
Caption	Reykjavik One	Reykjavik One	Reykjavik One	Reykjavik One

Notes

The table illustrates the common uses of text for the construction of the basic layout.

3.11 DO NOT

→ *LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISICING ELIT*

Do not apply the italic version of Notes ESA to the title.

LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISICING ELIT

Do not apply colours from primary or secondary palettes that could compromise clarity and readability. Primary and secondary colour palette to the texts and highlights not to compromise text readability.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPI-SICING ELIT, SED DO EIUS-MOD TEMPOR INCIDIDUNT

Do not apply Notes ESA Caps to subheadings.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do not use the complementary sans serif (The Sans) and serif (Meta Serif) fonts in the same body text.

3 TYPOGRAPHY

3.12 FONT FAMILY

Corporate Font and Corporate Font Greek			
NotesEsaReg.otf	NotesEsaBol.otf	NotesEsaRegIta.otf	NotesEsaBolIta.otf
DINPro-Medium.otf	DINPro-Bold.otf	---	---
Logos Font			
NotesStyle-RegularTf.otf	NotesStyle-BoldTf.otf	---	---
Complementary Font Serif and SansSerif			
MetaSerifOT-Book.otf	MetaSerifOT-Bold.otf	MetaSerifOT-BookIta.otf	MetaSerifOT-BookIta.otf
TheSansOsF-SemiLight.otf	TheSansOsF-SemiLightItalic.otf	TheSansOsF-SemiBold.otf	TheSansOsF-SemiBoldItalic.otf
System Fonts for general use			
verdana.ttf	verdanab.ttf	verdanai.ttf	verdanaz.ttf
georgia.ttf	georgiab.ttf	georgiai.ttf	georgiaz.ttf
Caption Font			
ReykjavikOneAGauge.otf	ReykjavikOneCGauge.otf	ReykjavikOneAGaugeItalic.otf	ReykjavikOneCGaugeItalic.otf

Notes

All the digital files are available can be found at the following address:

http://www.esa.int/identity

3 TYPOGRAPHY

3.13 FONT USERS

Font	All staff	Design professionals
Notes ESA	---	x
Notes Style	---	x
Din Pro	---	x
Meta Serif	---	x
The Sans	---	x
Reykjavik One	---	x
Verdana	x	x
Georgia	x	x

Notes

All the digital files are available can be found at the following address:

http://www.esa.int/identity

→ 4 PICTURE LANGUAGE

4 PICTURE LANGUAGE

4.1 INTRODUCTION OF IMAGE USE

Choosing images

Images are not only used for technical information. They can convey a message or a mood. Therefore this Corporate Identity Manual also defines how ESA images are presented, establishing a common picture language to convey ESA's unique qualities and brand values. This approach should be applied to all corporate and promotional material, but it is also recommended for internal use to better reinforce the corporate image.

For example:

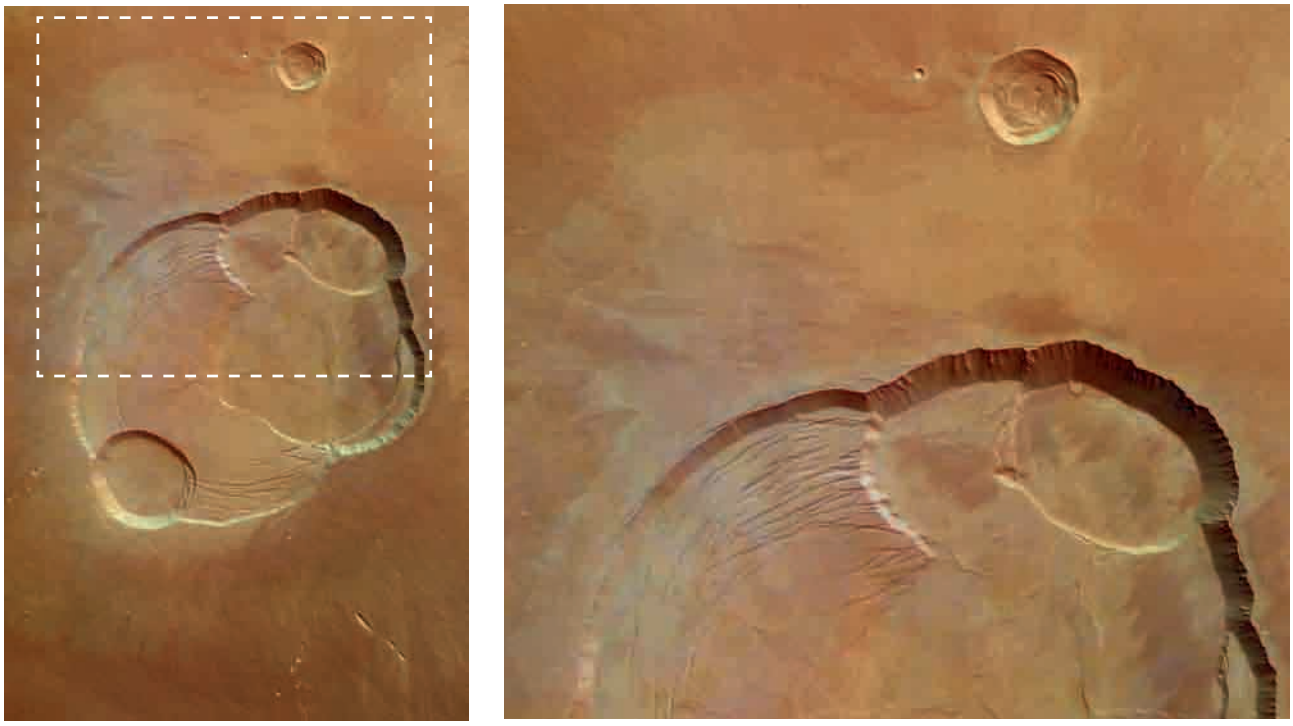
– Use pictures of people wherever possible, enhancing the 'human' dimension.

– Use 'real' images wherever possible, rather than artist impressions.

– Use close-ups, to bring 'space' closer to the viewer (a close-up view might contain only a few simple elements, but has a very strong impact).

– Select a 'point of view', from where to 'present' or compose the image.

The examples in this chapter show the most common uses of images at ESA, from illustrations in brochures to web images. Practical guidance is given on how to crop, zoom in and compose our images to support and project the 'corporate image'.



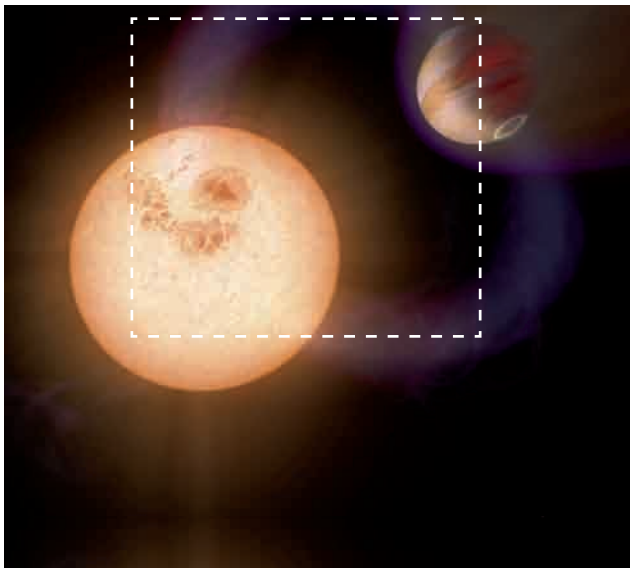
Notes

This is an example of how to zoom in and crop an image. The result is to bring the subject closer to the viewer by removing unnecessary detail, focusing on the subject and composing the picture in a fresh or unusual way.

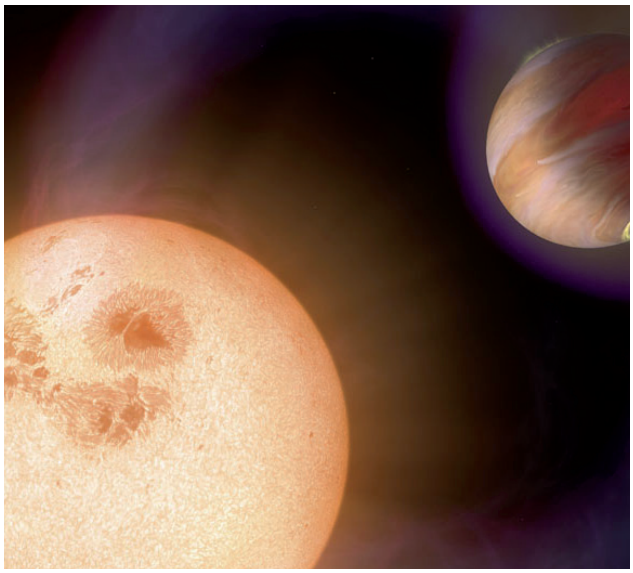
Content linked

For applications of crop and close-up, see:

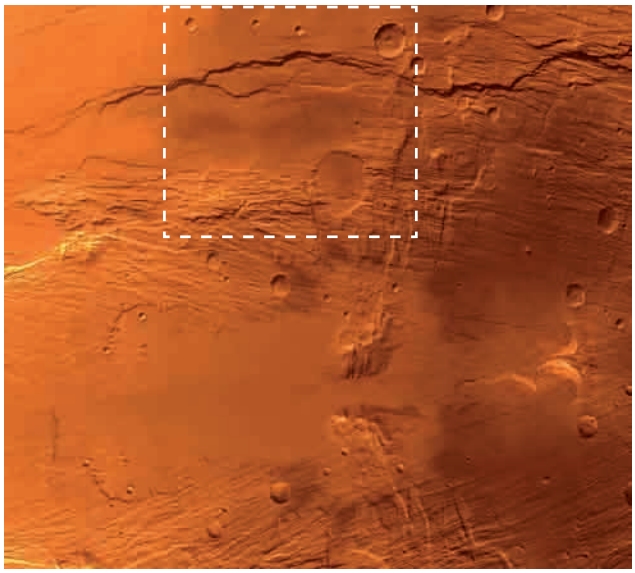
5.7 Layout with images



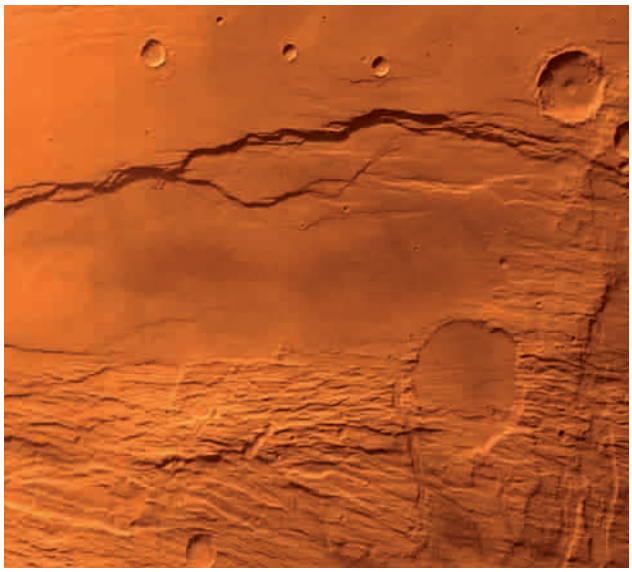
1. Planet and its parent star: original



1. Planet and its parent star: cropped



2. Mars surface: original



2. Mars surface: cropped

Notes

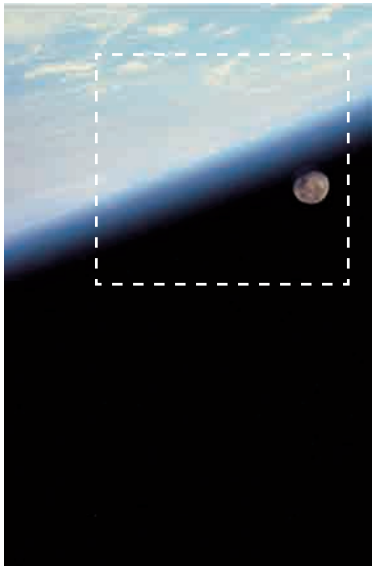
In these examples, the cropping area indicated is placed over the main features of interest, where we want to bring these features closer to the viewer. The balance of the image is not centred, and would generally follow a classical 2/3 rule, as used in traditional art or photography.

Content linked

For applications of crop and close-up, see:

5.7 Layout with images

4.3 CLOSE-UP IMAGES



1. Earth atmosphere: original

1. Earth atmosphere: cropped

2. Fires in Greece: original

2. Fires in Greece: cropped

Notes

In these examples, images that are 'crowded' or full of visual elements are cropped to focus on areas of interest, to produce a simple and more interesting view. They may adopt a viewpoint from which the original features of the image are not immediately recognisable.

Content linked

For applications of crop and close-up, see:

5.7 Layout with images

4.4.1 PEOPLE IMAGES WITH WHITE BACKGROUND

1. Man

2. Young woman

3. Astronaut

4. Young man

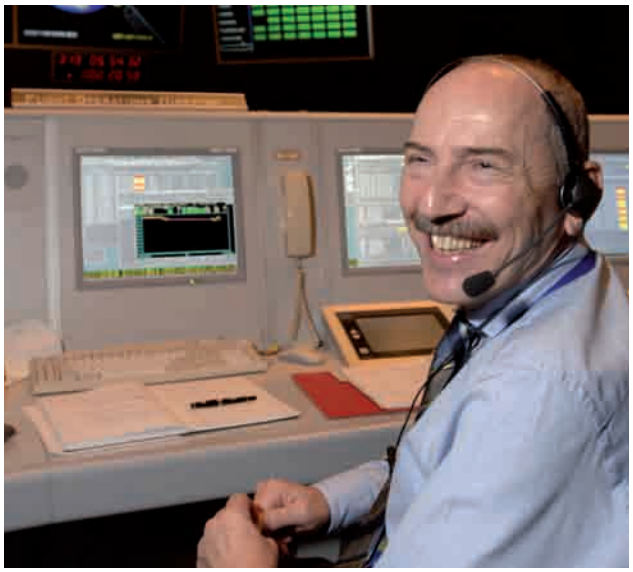
Notes

This part of ESA's visual language uses real and recognisable human images. The people portrayed must be specially photographed to give high-quality images. The friendly yet professional tone of 'corporate voice' in related texts and the simplicity of the images helps to bring ESA closer to the viewer.

Content linked

For applications of these images in examples of layout, see:
16_Brochure_templates.innd
or 16_Brochure_templates.pdf

4.5.1 DOCUMENTARY IMAGES - PEOPLE



1. Manfred Warhaut, ESOC control room

2. Astronaut Michael Foale and ESA astronaut Pedro Duque

3. ESA astronaut Paolo Nespoli

4. ESA astronaut Paolo Nespoli with NASA astronauts

Notes

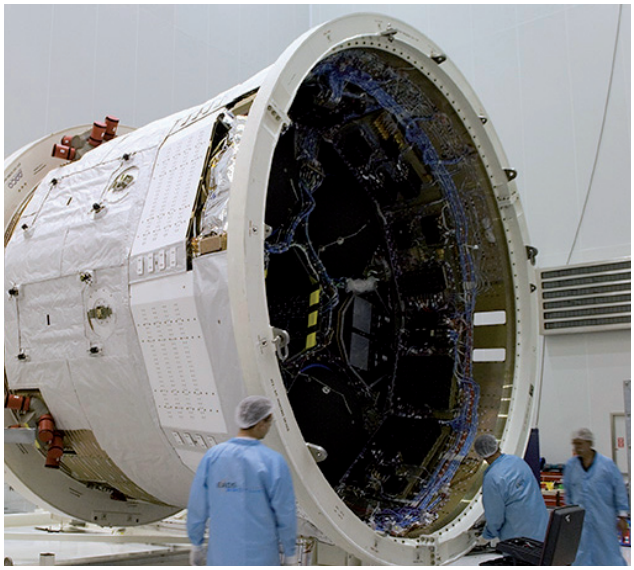
Documentary images show ESA people and describe both specific activities or recount events. Composition is just as important here as in the close-ups or cropped corporate images. These images are used in brochures, web, intranet and other news media. Choosing point of view, lighting, facial expressions and position of the subject can increase the dynamism, emotion and visual interest.

4.5.2 DOCUMENTARY IMAGES - GENERAL

1. View of Cebreros: original

1. View of Cebreros: cropped

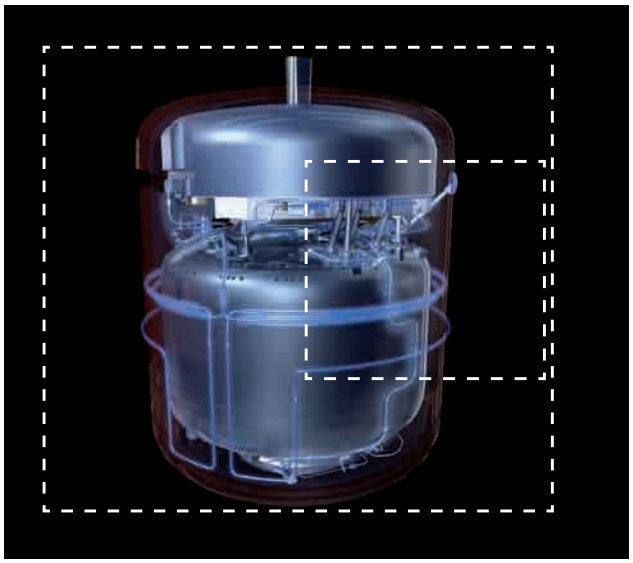
2. ATV: original



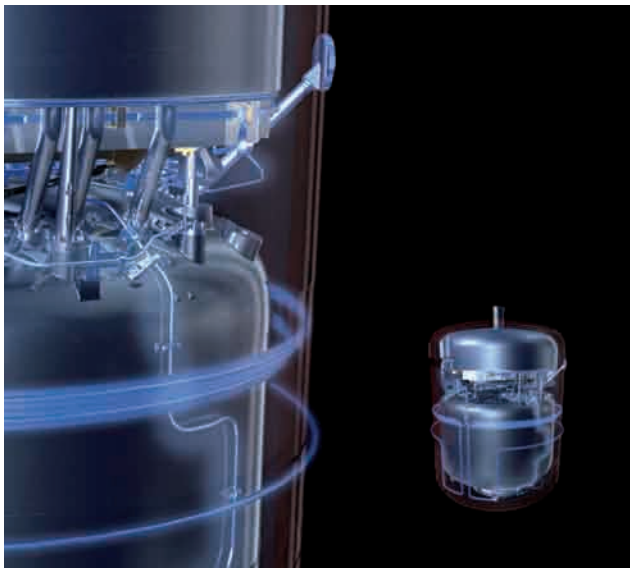
2. ATV: cropped

Notes

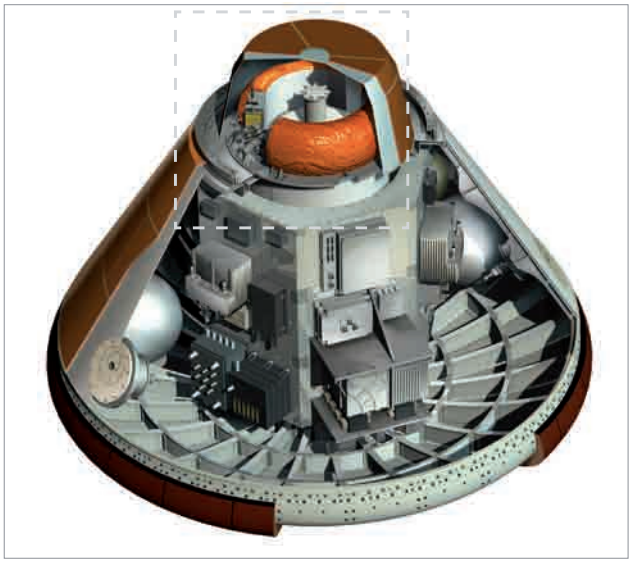
Every aspect of an image must have a use or a message. In these examples, the cropped area reduces the 'useless' space around the subjects. Unnecessary detail is removed from the edges of the images.



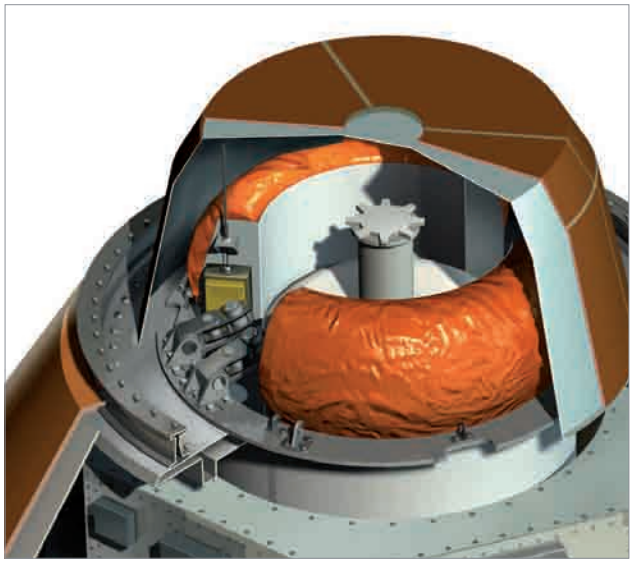
1. Herschel's sophisticated cooling system: original



1. Herschel's sophisticated cooling system: cropped



2. Spacecraft detail: original

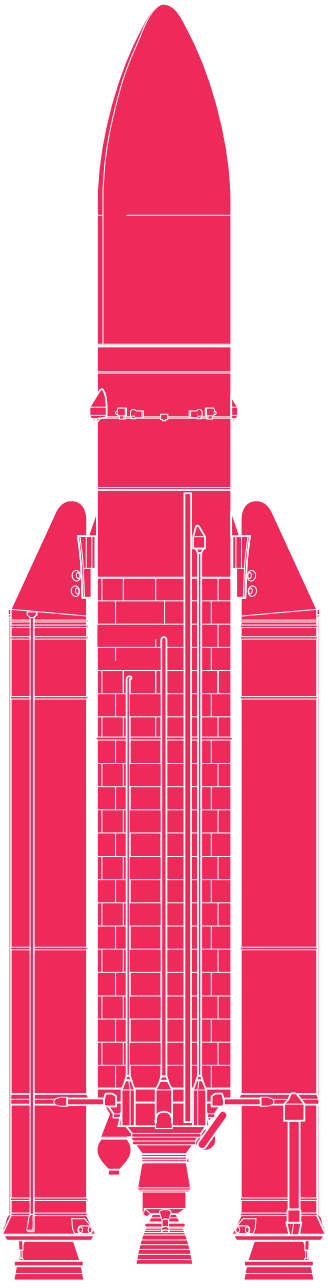


2. Spacecraft detail: cropped

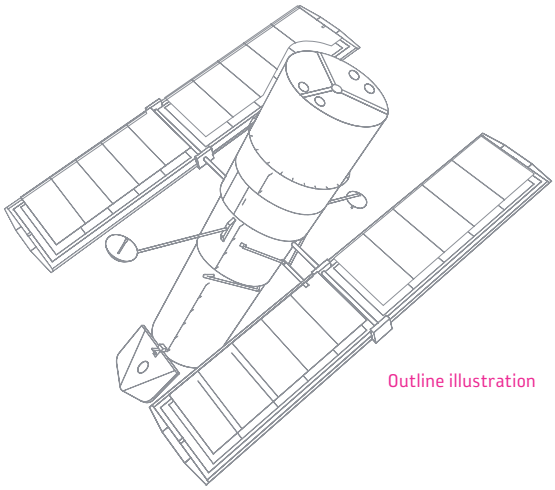
Notes

In these examples, the crop of the first image is enhanced when a composite is created, formed by an overview of the object in the midground and by a view of the same in close-up. The main objective is to create an unusual, dynamic and visually interesting composition.

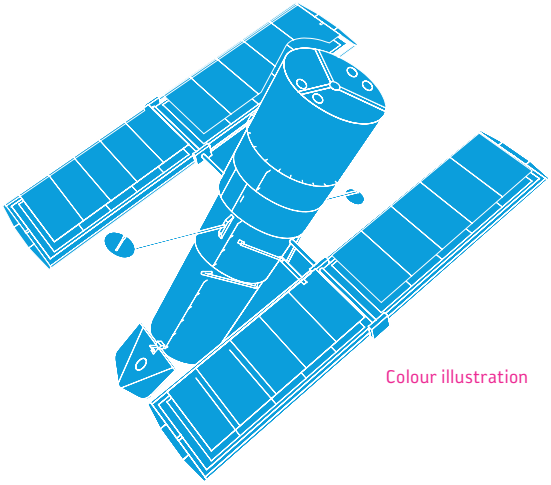
4.7 COLOUR ILLUSTRATIONS



Colour illustration



Outline illustration



Colour illustration

For this type of illustration, the range of colours from the neutral, primary and secondary colour palettes may be applied, as described in chapter '3 Colours' and a colour outline on a white background is also possible.

However, the use of a single colour at a time is recommended.

Notes

This type of graphic gives an alternative picture language, to be combined with real images, using simplified technical images. They carry a more colloquial and friendlier message.

4.8.1 INFORMATION GRAPHICS

Colours

The colour rules, as described in chapter '2 Colours', may be applied to all the graphic elements using the neutral, primary and secondary colour palettes.

Lines

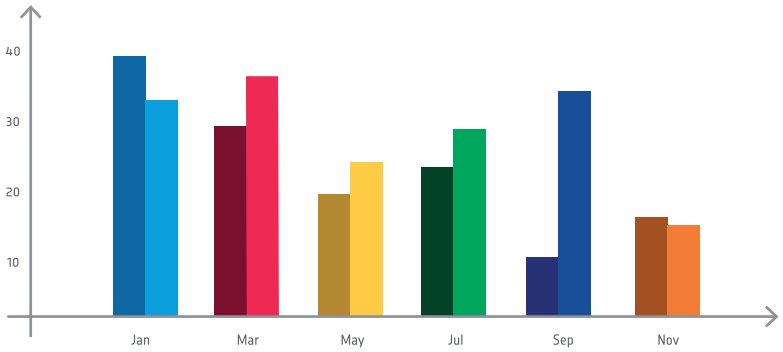
Use primarily the neutral colours and the two Blacks (50% and 75%) for all lines, whether full, broken or dotted.

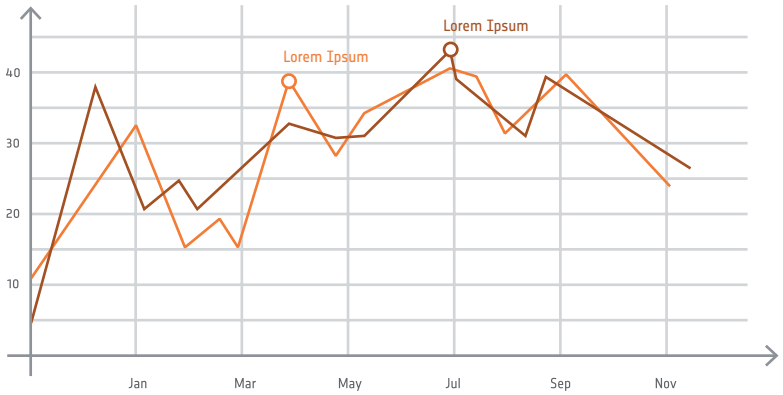
Typography

The titles of the graphs may be either in Notes ESA or in one of the two complementary fonts, The Sans or Meta Serif. For correct use of the fonts, refer to the chapter '3 Typography'. For all the texts inserted in the tables, in the graphs and in captions, the use of the Reykjavik One font is recommended for printed material, and the Verdana font for all files seen in Word and PPT format.

Hotspot

The hotspots are 'bullet points' that can mark contents, highlight numerical data, and match a date with a caption, for example. The hotspots can be used with the neutral colour range as well as with the primary and secondary palettes; see chapter '3 Colours'.





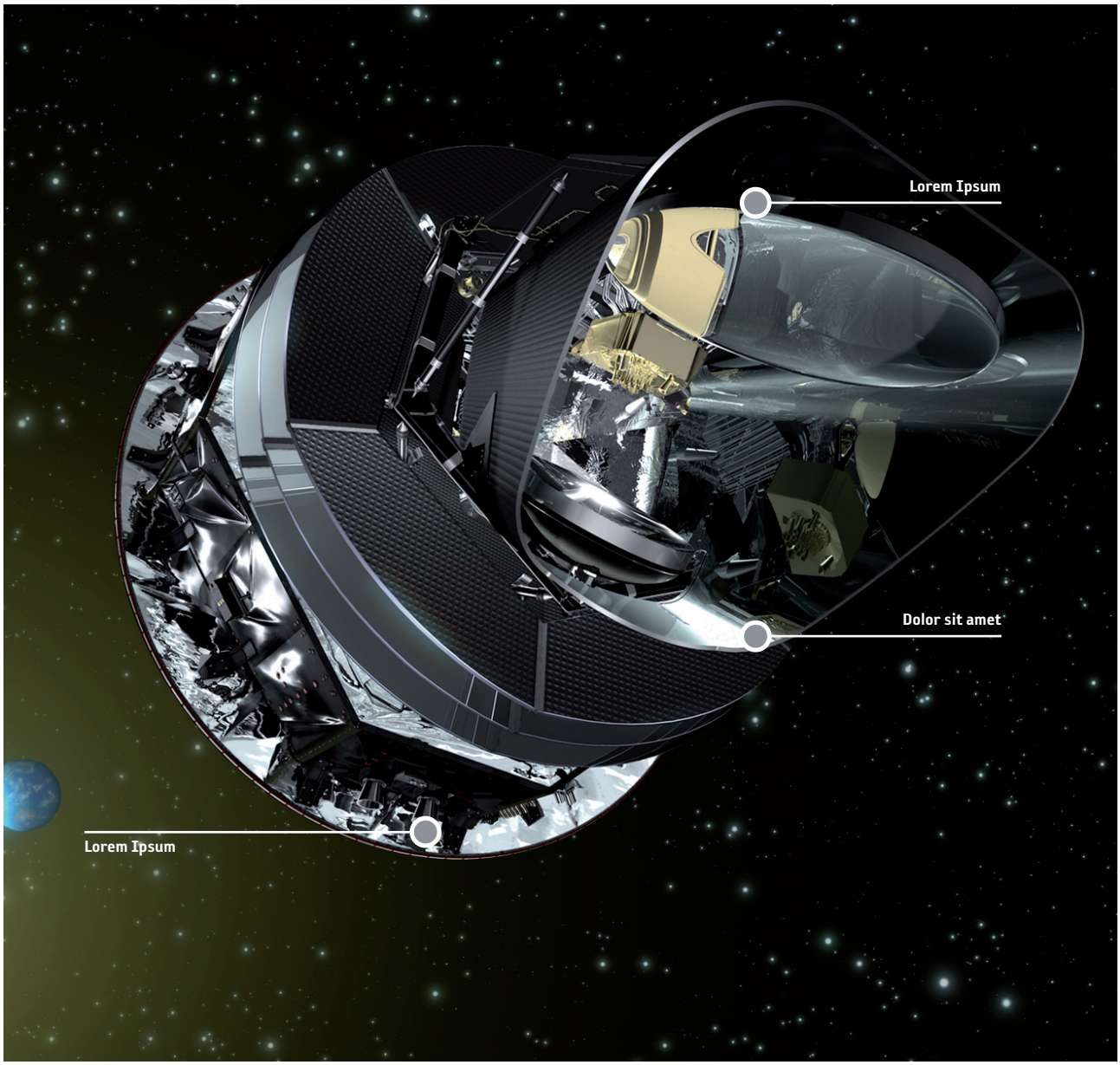
Content linked

For applications of information graphics, see:

2 Colours chapter

3 Typography chapter

4.8.2 INFORMATION GRAPHICS



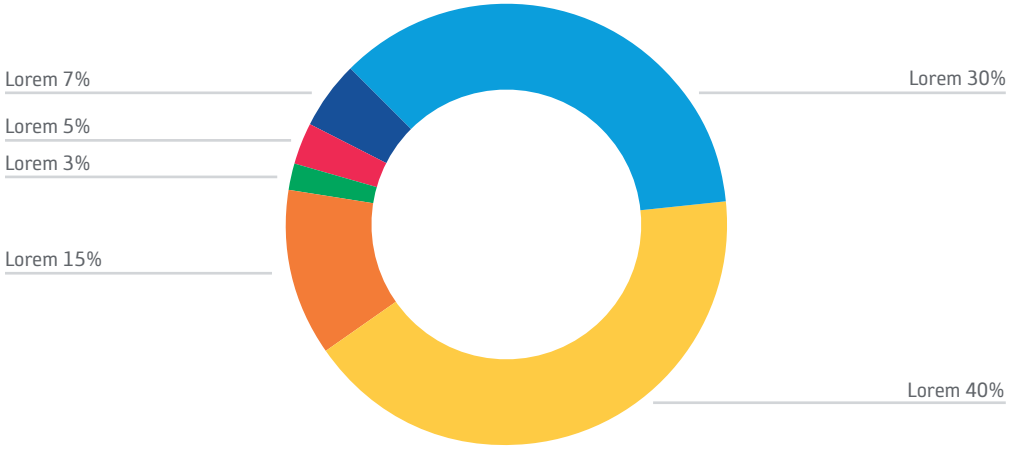
Planck's sophisticated cooling system

Notes

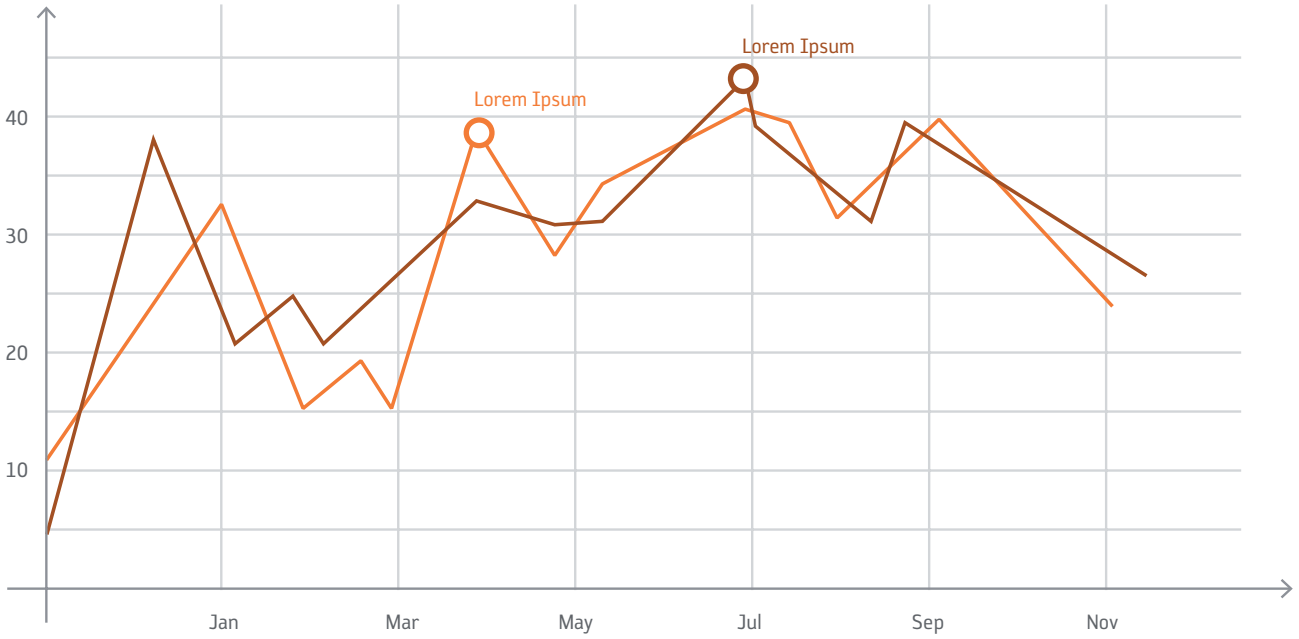
In cases where labels must be superimposed over technical images, the use of the Reykjavik One font is recommended, as described in chapter '4 Typography'. The colour applied to the font (always neutral in tone) depends on the type of image in the background. The hotspot element represents the link between images and captions. The possible label options are shown in the diagram (text above/below the line).

4.8.3 INFORMATION GRAPHICS

Lorem Ipsum



1. Information graphic

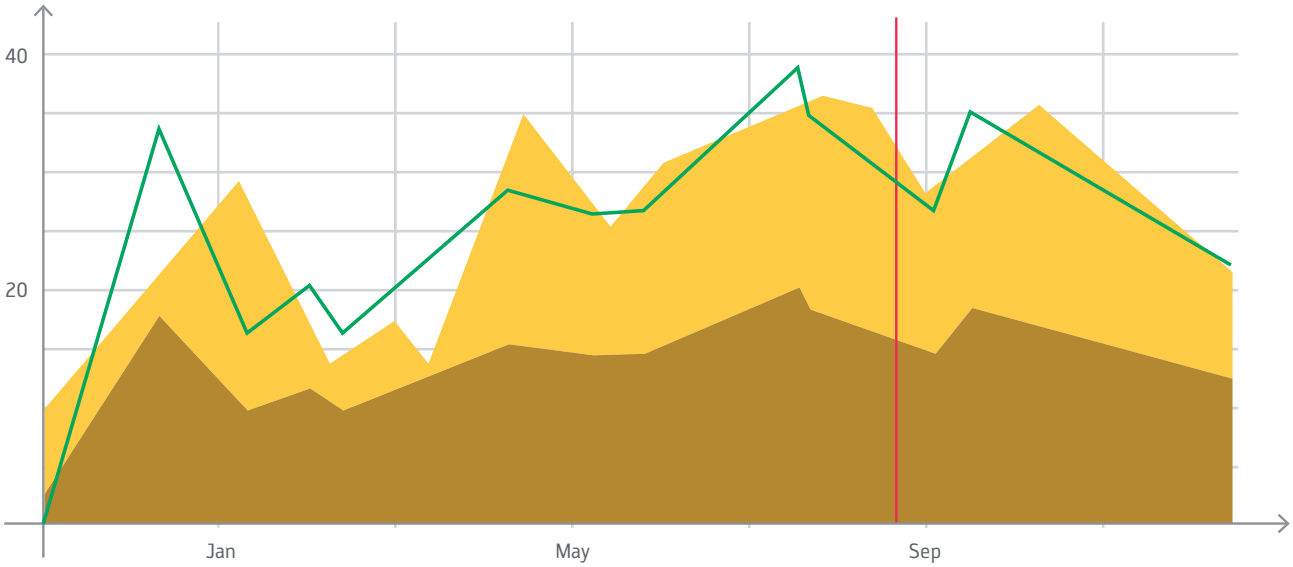


2. Information graphic

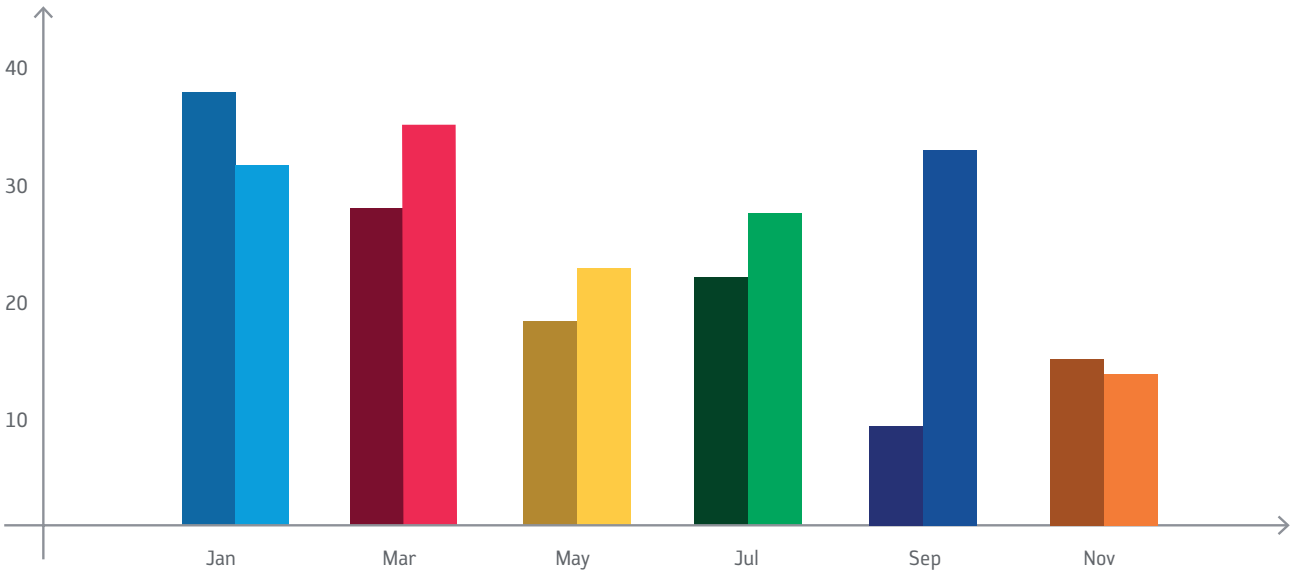
Notes

The first example uses the primary colours of the ESA Colour palette. The second chart uses coordinated colours to differentiate two sets of data. The hotspot highlights specific data points and attract the eye to the chart. Lines are 50% Black, and text is 75% Black.

4.8.4 INFORMATION GRAPHICS



3. Information graphic



4. Information graphic

Notes

In both examples, the matching colours have been applied. For the lines, 50% Black has been used whereas 75% Black has been used for the text.

4.8.5 INFORMATION GRAPHICS

CONSECTETUR ADIPISICI ELIT	LOREM	IPSUM	DOLOR	SIT
consectetur adipisici elit	125.5	125.5	125.5	12%
sed eiusmod tempor	264.35	775.01	775.01	80%
incidunt ut labore	775.01	21.56	21.56	35%
et dolore magna aliqua	500.02	500.02	500.02	25%
ut enim ad minim	654.7	654.7	654.7	80%
quis nostrud exercitation	21.56	100.01	264.35	25%

1. Information graphic

CONSECTETUR ADIPISICI ELIT	LOREM	IPSUM	DOLOR	SIT
consectetur adipisici elit	125.5	125.5	125.5	12%
sed eiusmod tempor	264.35	775.01	775.01	80%
incidunt ut labore	775.01	21.56	21.56	35%
et dolore magna aliqua	500.02	500.02	500.02	25%
ut enim ad minim	654.7	654.7	654.7	80%
quis nostrud exercitation	21.56	100.01	264.35	25%
LOREM IPSUM			2341.14	

2. Information graphic

Notes

In the two types of table, a colour taken from the primary colour palette has been applied to highlight headings and data in the tables. 15% Black has been used for the lines and 75% Black has been used for the texts. Notes ESA font has been used for the headings, and the Reykjavik One font for the text and captions.

4.8.6 INFORMATION GRAPHICS

For geo-political maps, flat tints are recommended. In this case, the map was created from a satellite view of Europe. Use the ESA colour palette as described in '2 Colours'. Superimpose labels on the maps using hotspots.

Notes

The use of maps presented in this Corporate Identity Manual is strongly recommended.

→ 5 LAYOUT ELEMENTS

5 LAYOUT ELEMENTS

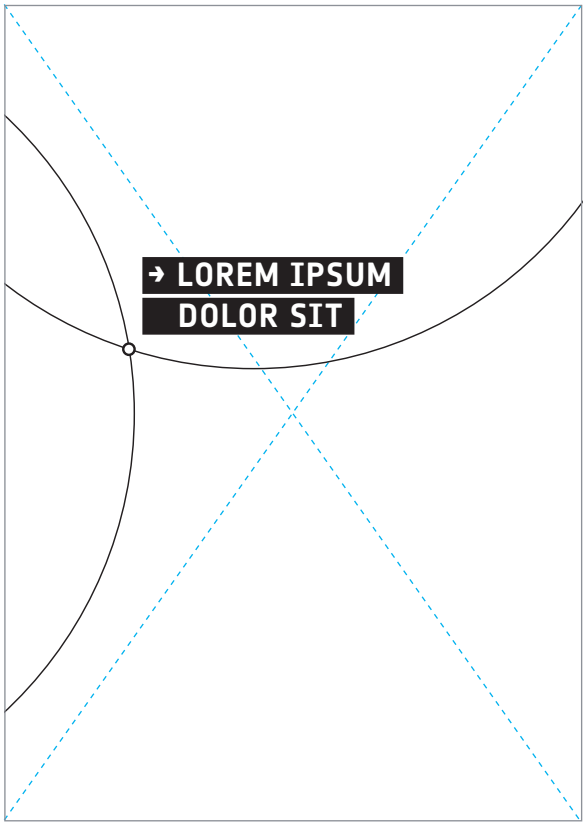
5.1 INTRODUCTION OF FRAMEWORKS

Frameworks for ESA identity

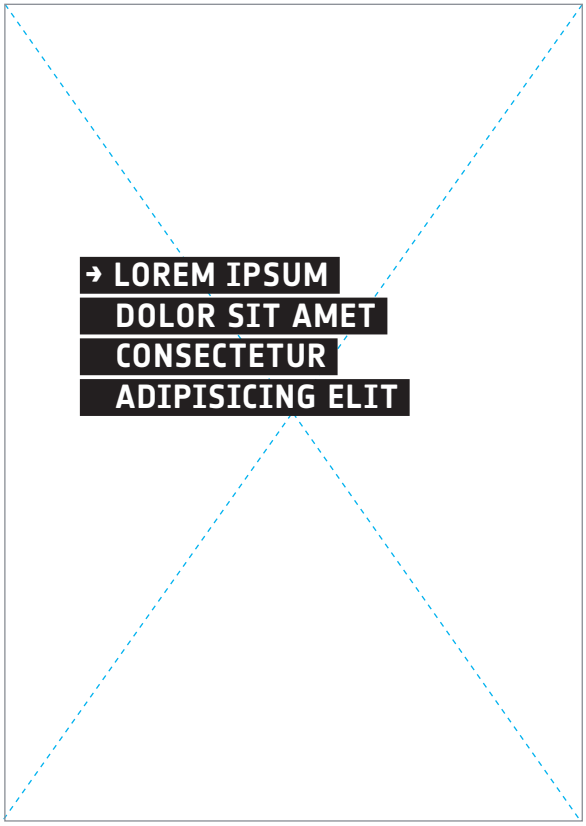
This chapter on layout elements establishes a set of rules, proportions and applications for combining the various elements on a page. The ‘frameworks’ are examples of grids that unite all the basic elements of the Corporate Identity: the logo, the typography, the colours and the images. These allow the creation of the main layouts, from which all templates for other applications will follow.

In addition to the ESA Logotype and text, the ‘orbits’ device and ‘hotspots’ are introduced within these frameworks. The orbits device, besides its obvious space association, also represents the concept of ‘meeting’, or a coming together. The hotspot highlights the meeting point and creates one viewpoint.

All the types of layout presented in this chapter come from two types of framework: the first has text with the orbits device and hotspot, and the second has text only.



Framework with orbits and text

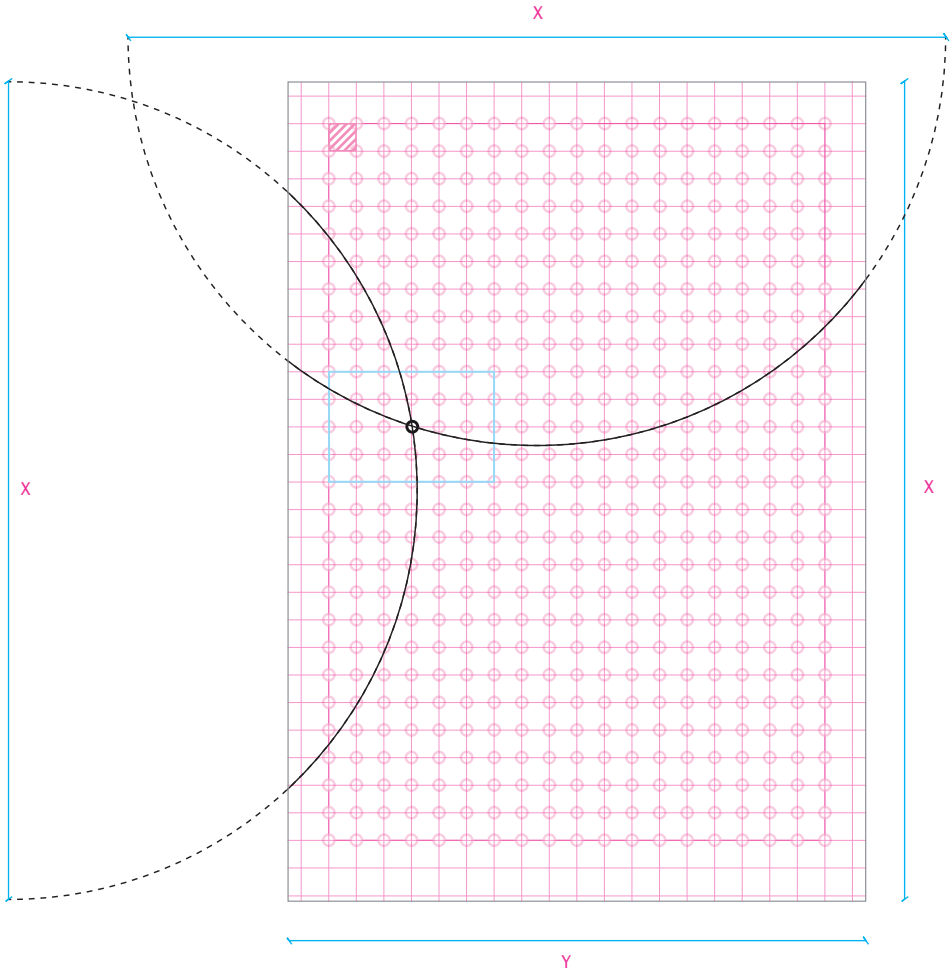


Framework with text (‘clean framework’)

Notes

For the correct application of each of the two frameworks (the framework with the orbits device plus text, and the framework with text only) the rules in this section must be followed. On how to build the orbits, refer to the guidance on the following page.

5.2 THE CONSTRUCTION OF ORBITS

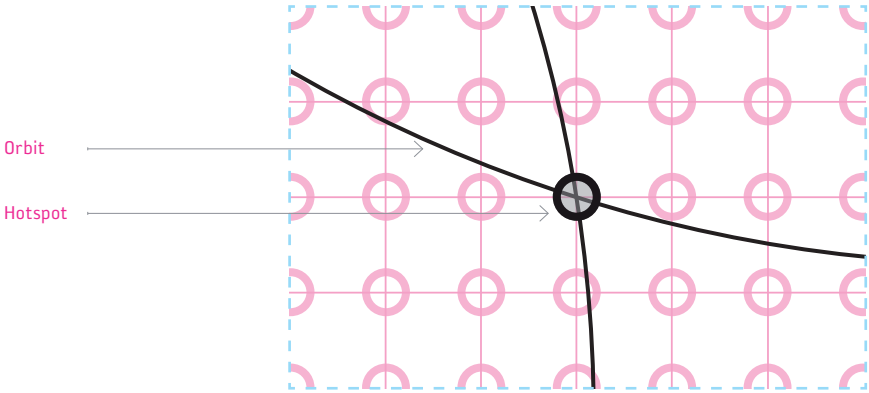


= Y / 21

The building of the orbits and the hotspot begins with a grid formed by a square the dimensions of which are based on the height of the page layout.

By way of this grid, it is possible to establish the position of the meeting point of the two orbits and therefore the precise position of the hotspot.

The circumference of the orbit has, as its diameter, the same dimensions in height of the page layout onto which it is to be transferred (longer side).

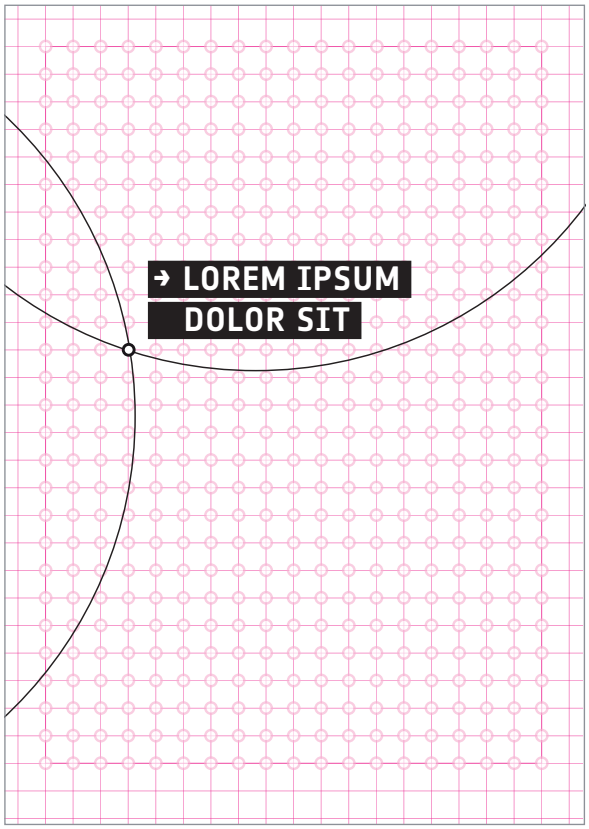


The two orbits must cross exactly at the crossing points established by the grid and, as a consequence, the position of the hotspots must be centred in respect of these points.

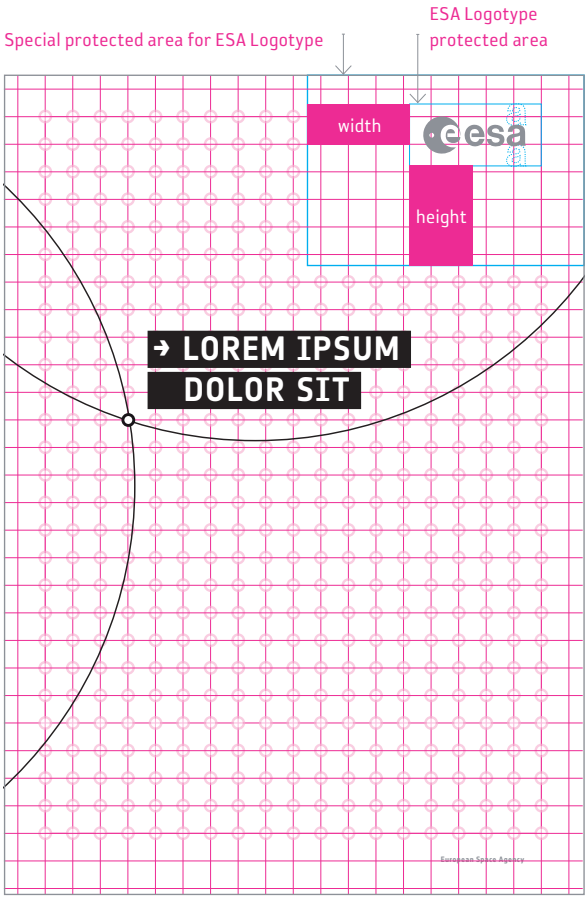
Notes

To know the correct dimensions of the stroke of the orbits and of the hotspot in relation to the dimension of the layout, see paragraph ‘5.4 Content dimension’. The areas of margin between the grid (where the orbits are positioned) and the outer margins of the page must be respected.

5.3.1 GRID OF FRAMEWORKS WITH ORBITS AND TEXT



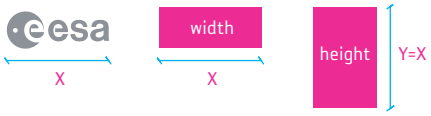
1. Grid with orbits



2. Grid with orbits, text and logo

A 'protected area' exists around the ESA Logotype and the signature. This prevents either hotspots or orbits within the grid from overlapping the logo or signature, and maintaining legibility.

The special protected area is calculated on the size of ESA Logotype applied to both height and width.



Notes

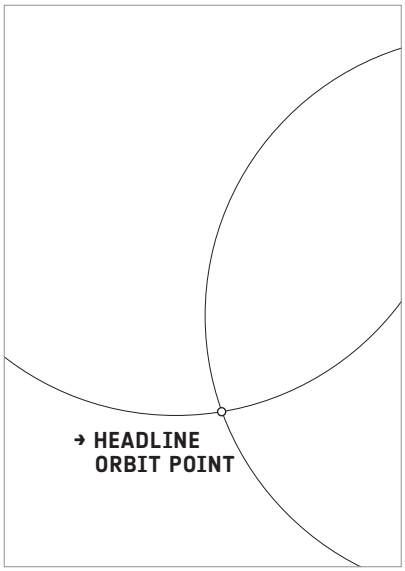
Pay special attention to avoid errors and cases where the legibility of the logo is compromised or altered.

Content linked

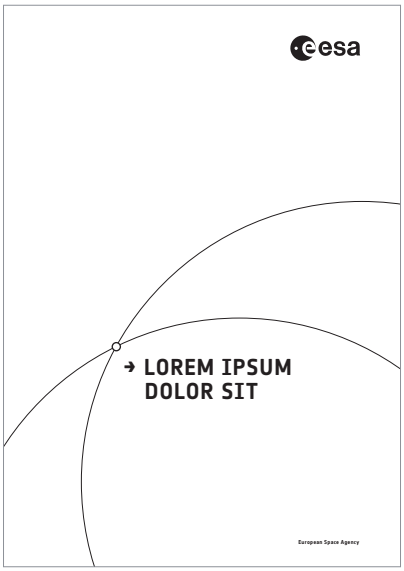
For applications of frameworks with orbits and hotspots with or without the logo, see:

5.7 Layout with images

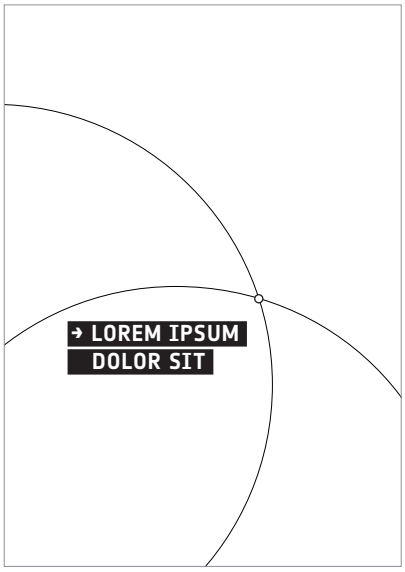
5.3.2 FRAMEWORKS EXAMPLES WITH ORBITS AND TEXT



1. Grid with orbits and text



2. Grid with orbits, text and logo



3. Grid with orbits and text highlight

4. Grid with orbits, text highlight and logo

Here are some examples where text has been inserted into the framework.

Where the ESA logo is present together with the signature, the rule regarding the protected area still applies, as described in '5.3.1 Grid of frameworks with orbits and text'.

Notes

The ESA Colour palette may be inserted into this framework. See paragraph '5.6.1 Colour application with orbits' for guidance in their application.

Content linked

For applications of these frameworks, see:

5.7 Layout with images

5.3.3 GRID OF FRAMEWORKS WITH TEXT

1. Grid with text

2. Grid with text and logo

In the version of the 'clean framework', the position of the text is free and may vary according to the amount and shape of text itself.
In the framework with the ESA logo, take care to respect its protected area, as described in chapter '1 Logotype'.

Notes

Pay special attention to avoid errors and cases where the legibility of the logo is compromised.

Content linked

For applications of these frameworks, see:

5.7 Layout with images

5.3.4 FRAMEWORKS EXAMPLES WITH TEXT

1. Framework with text

2. Framework with text and logo

3. Framework with text highlight

4. Framework with text highlight and logo

Here are examples of frameworks into which text, with or without highlighting, is inserted.

In the frameworks where the ESA logo is present with the signature, the rule of the protected area still applies, see '1 Logotype'.

Notes

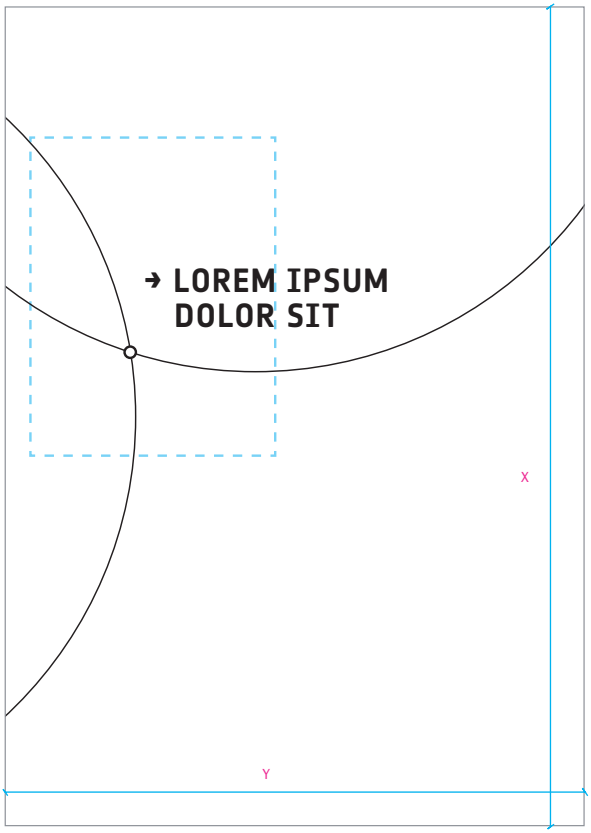
The ESA Colour palette may be inserted into these frameworks. See paragraph '5.6.2 Colour application without orbits'.

Content linked

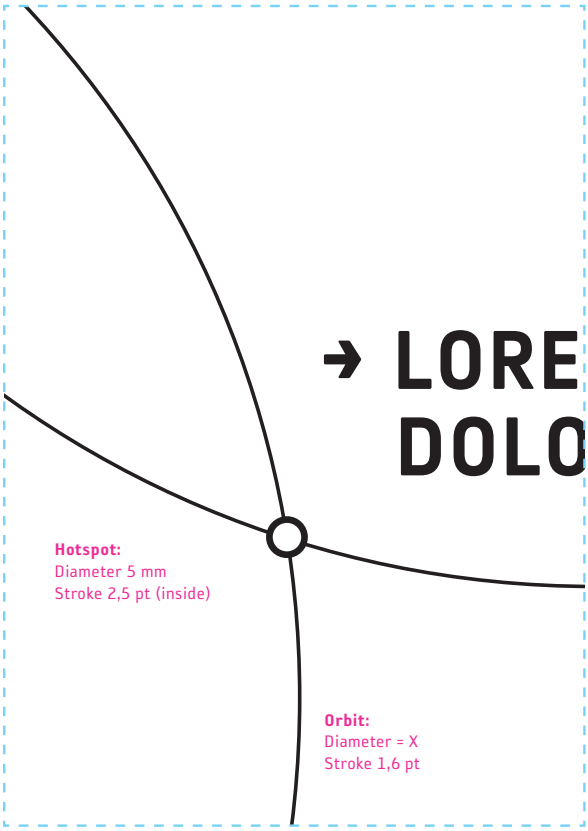
For applications of these frameworks, see:

5.7 Layout with images

5.4.1 CONTENT DIMENSION



Examples of framework with text and orbits



Zoom

The dimensions of the elements within the layout are relative to each other. The rules for the dimension of the text are described in the chapter '3 Typography'.

Hotspot:
Diameter Z Stroke = Z/2

Orbit:
Diameter X Stroke = Z/3

Notes

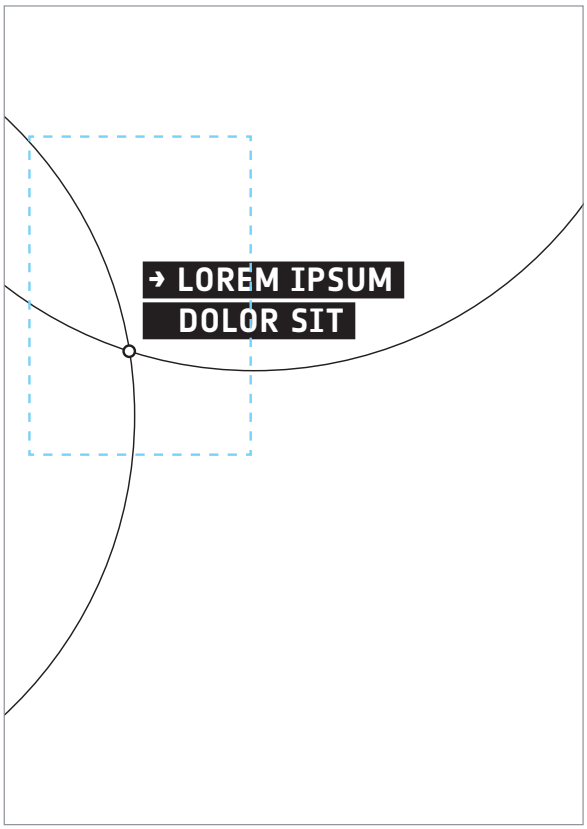
Here are the dimensions of the hotspots, orbits diameters and the stroke (thickness of the line). Text size is variable.

Content linked

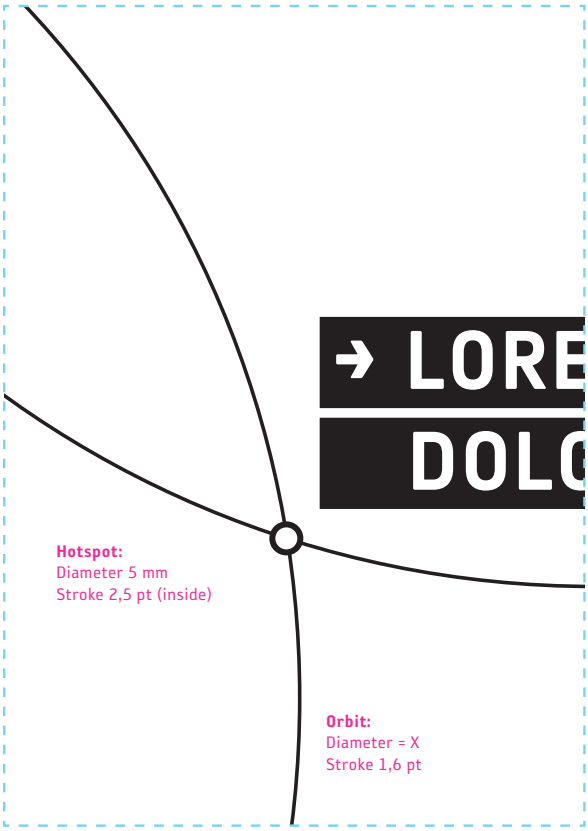
For applications of these frameworks, see:

5.7 Layout with images

5.4.2 CONTENT DIMENSION



Examples of a A4 format with text highlight and orbits



Zoom of a A4 format

Format	Hotspot diameter	Hotspot stroke (inside)	Orbit stroke
DIN long	4 mm	2 pt	1 pt
A5	5 mm	2.5 pt	1.6 pt
A4	5 mm	2.5 pt	1.6 pt
A3	7 mm	3.4 pt	2.26 pt
A2	10 mm	5 pt	3.20 pt
A1	14.11 mm	7 pt	4.52 pt
A0	20 mm	10 pt	6.40 pt

Content linked

For applications of these frameworks, see:

5.7 Layout with images

5.4.3 CONTENT DIMENSION

Example of clean framework with unhighlighted text

Zoom of a A4 format

In this framework, the rules regarding the proportions and the dimensions of the text are applied, as described in the chapter '3 Typography'.

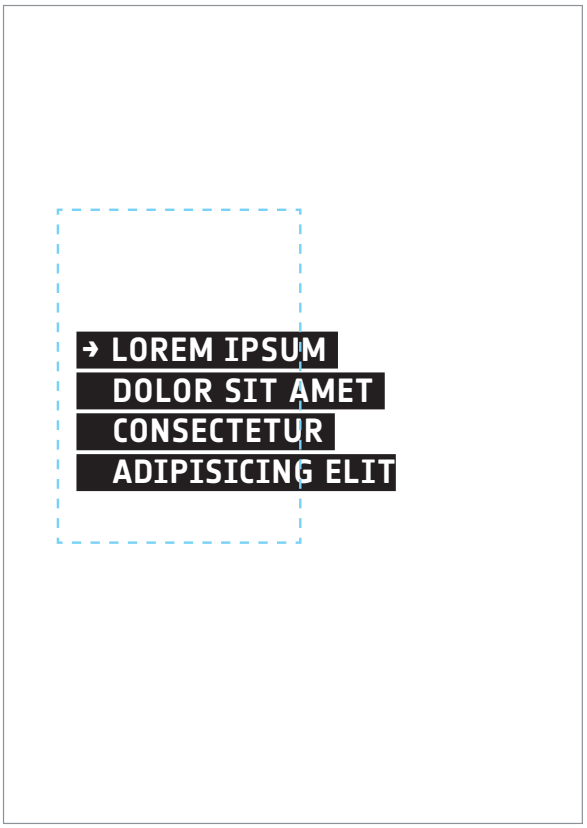
The dimension of the text within the framework is variable according to the amount and shape of text.

Content linked

For applications of these frameworks, see:

5.7 Layout with images

5.4.4 CONTENT DIMENSION



Example of clean framework with highlighted text

Zoom of a A4 format

In this framework, the rules regarding the proportions and the dimensions of the text are applied, as described in the chapter '3 Typography'.

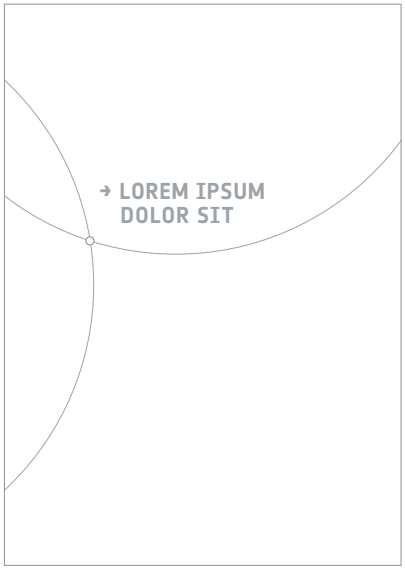
The dimension of the text within the framework is variable according to the amount and shape of text.

Content linked

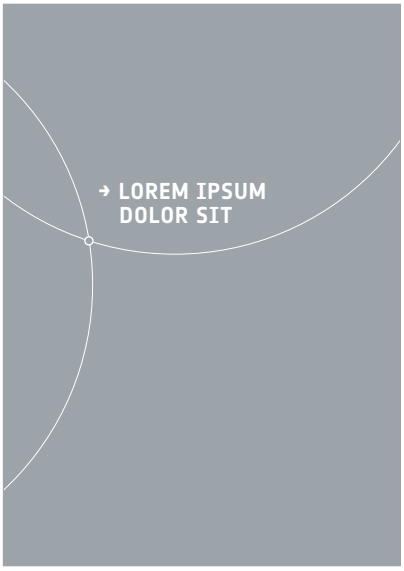
For applications of these frameworks, see:

5.7 Layout with images

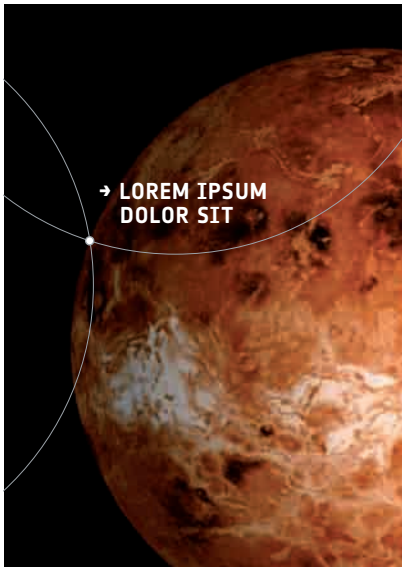
5.5.1 LAYOUT WITH ORBITS



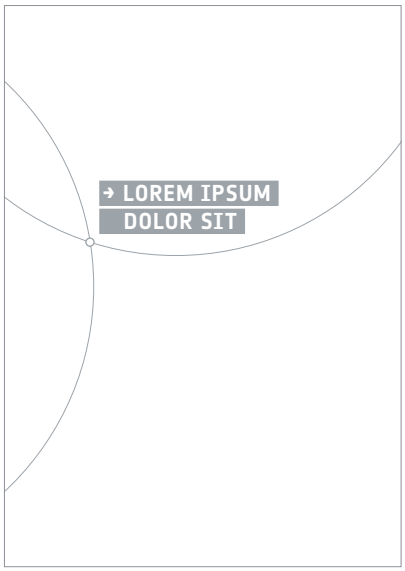
1. Clear with text and orbits



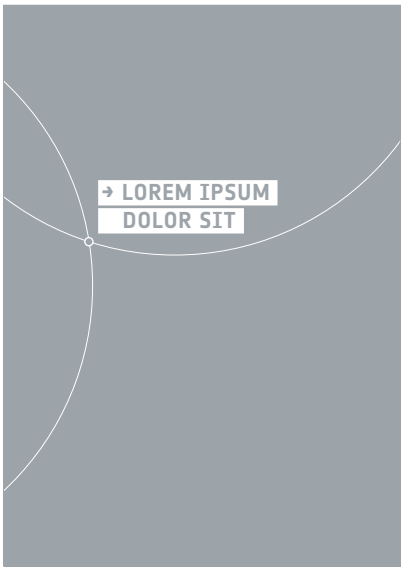
2. Colour with text and orbits



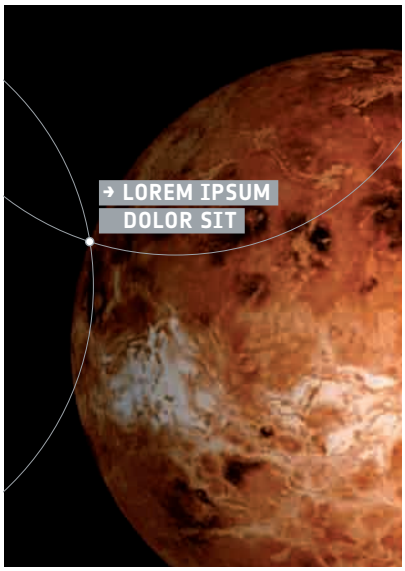
3. Image with text and orbits



4. Clear with highlighted text and orbits



5. Colour with highlighted text and orbits



6. Image with highlighted text and orbits

Notes

These types of layout apply to the elements of the colour framework and different backgrounds. Take care to follow the rules as described in this section to create layouts that are always coherent and consistent with other documents.
The hotspot centre is normally transparent, unless used over a image, in which case the centre is white.

5.5.2 LAYOUT WITHOUT ORBITS

→ LOREM IPSUM
DOLOR SIT AMET
CONSECTETUR
ADIPISICING ELIT

1. Clear with text

→ LOREM IPSUM
DOLOR SIT AMET
CONSECTETUR
ADIPISICING ELIT

2. Colour with text

3. Image with text

→ LOREM IPSUM
DOLOR SIT AMET
CONSECTETUR
ADIPISICING ELIT

4. Clear with highlighted text

→ LOREM IPSUM
DOLOR SIT AMET
CONSECTETUR
ADIPISICING ELIT

5. Colour with highlighted text

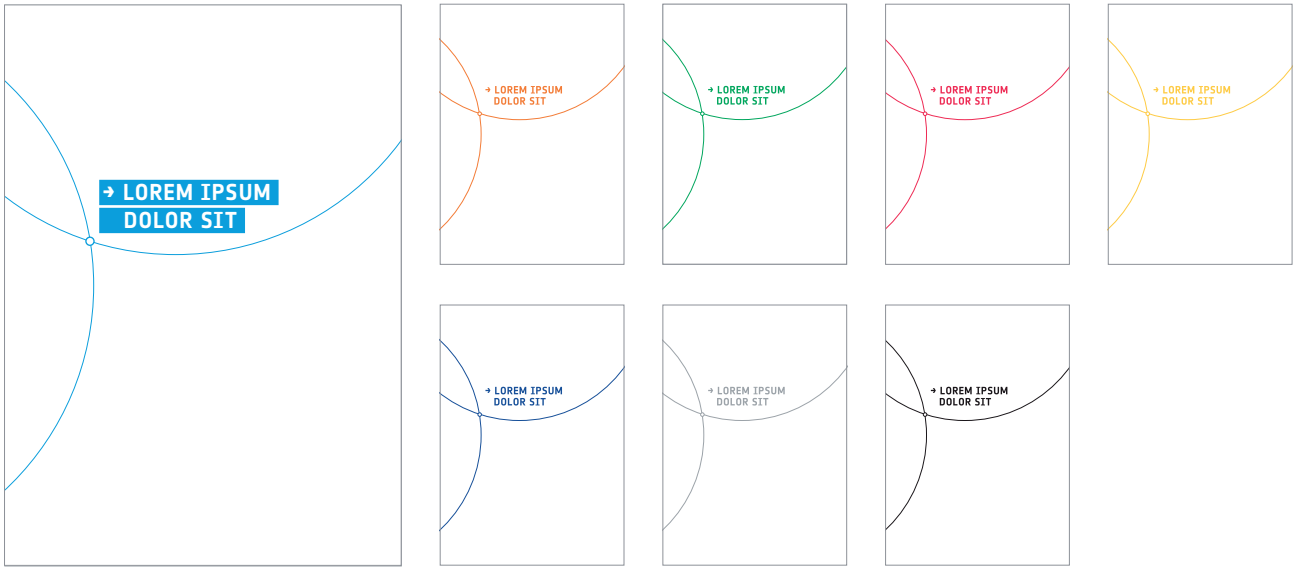
6. Image with highlighted text

Notes

These types of layout apply to the elements of the colour framework and different backgrounds. Take care to follow the rules as described in this section to create layouts that are always coherent and consistent with other documents.
The hotspot centre is normally transparent, unless used over a image, in which case the centre is white.

5.6.1 COLOUR APPLICATION WITH ORBITS

Colour layout with text and orbits. Text can be highlighted or unhighlighted



Clear (White) layout with text and orbits. Text can be highlighted or unhighlighted

Notes

These examples use the primary colours, see chapter ‘2 Colours’.

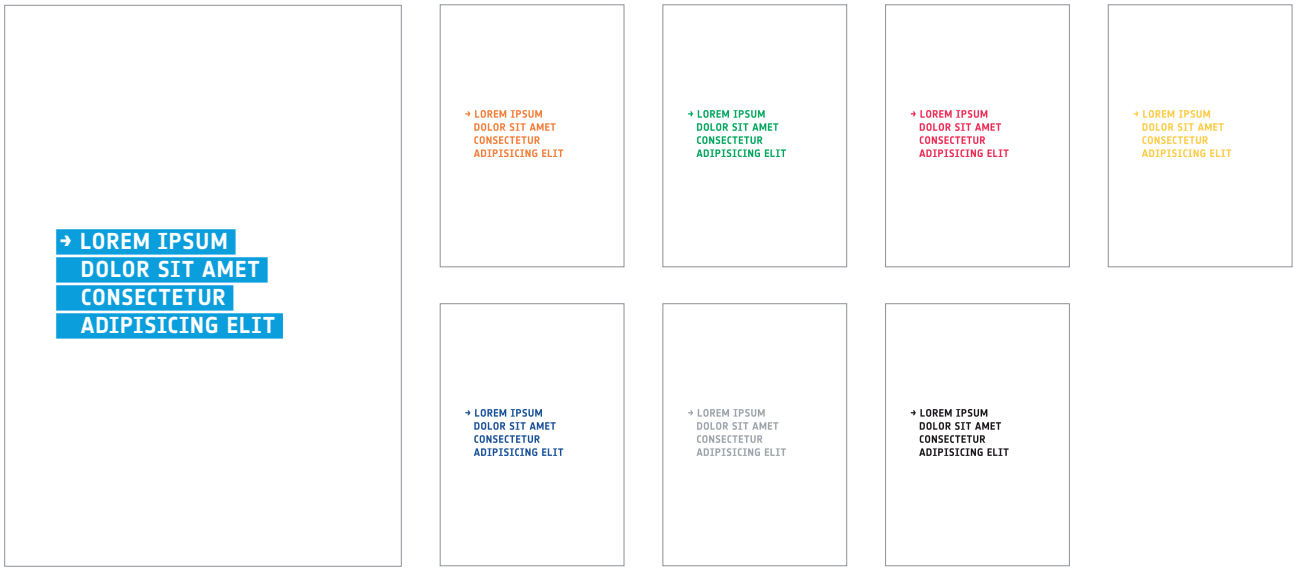
Content linked

For applications of these layouts, see:

7 Applications chapter

5.6.2 COLOUR APPLICATION WITHOUT ORBITS

Colour layout with text only. Text can be highlighted or unhighlighted



Clear (White) layout with text only. Text can be highlighted or unhighlighted

Notes

These examples use the primary colours, see chapter ‘2 Colours’.

Content linked

For applications of these layouts, see:

7 Applications chapter

5.6.3 SECONDARY COLOUR APPLICATION WITH ORBITS

Coordinated colours with orbits and text

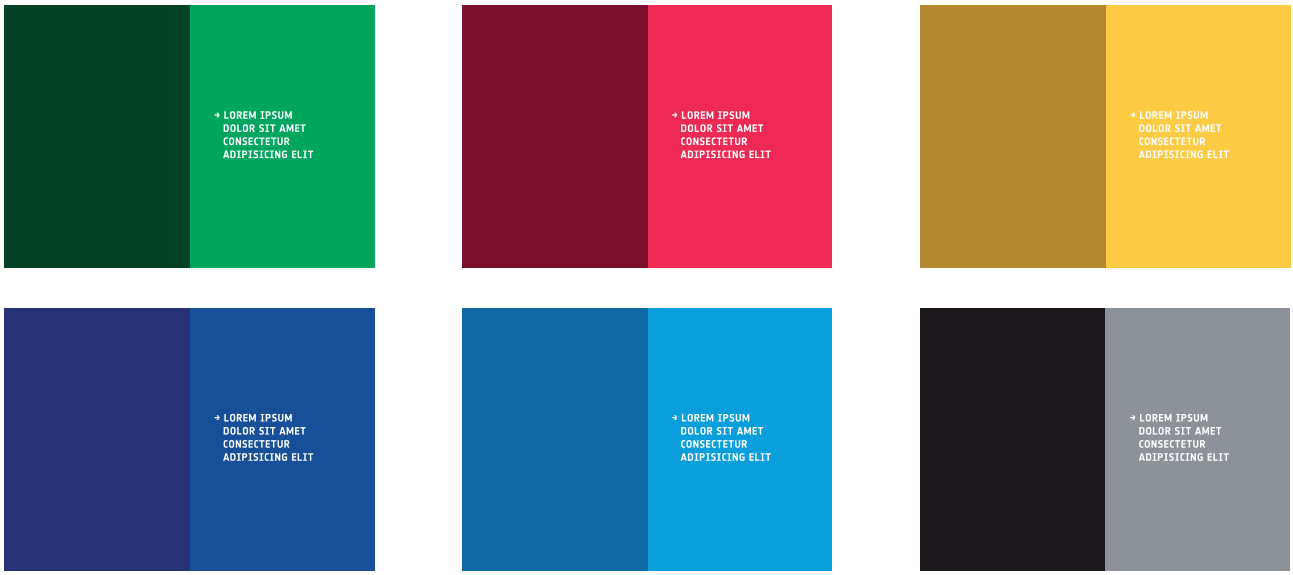
Coordinated colours with orbits and text

Notes

These examples show matching coordinated colours, see chapter ‘2 Colours’ for more guidance.

5.6.4 SECONDARY COLOUR APPLICATION WITHOUT ORBITS

Coordinated colours with text only



Coordinated colours with text only

Notes

These examples show matching coordinated colours, see chapter '2 Colours' for more guidance.

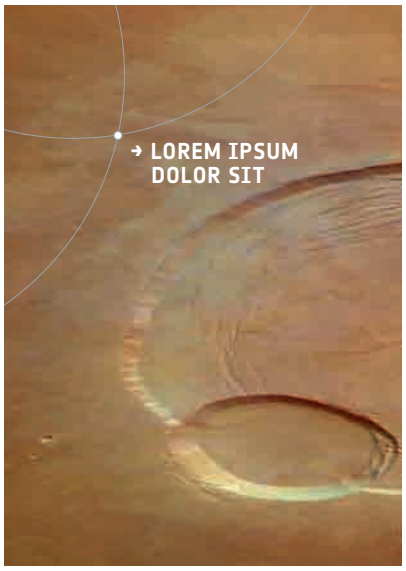
Content linked

For applications of these layouts, see:

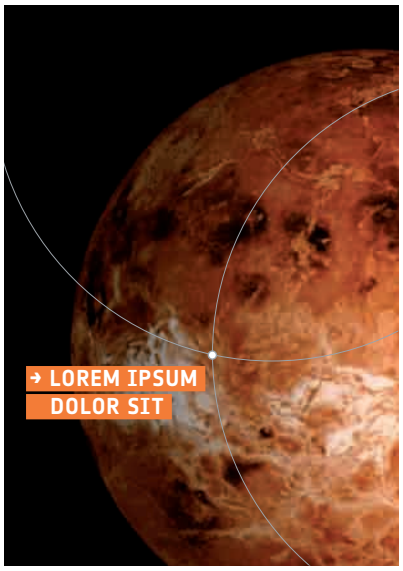
7 Applications chapter

⊗ ESA Silver colour

5.7.1 LAYOUT WITH IMAGES



1. Image with orbits and text

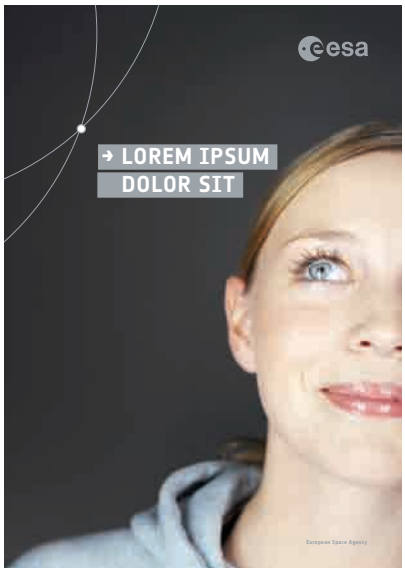


2. Image with orbits and text

3. Image with orbits and text

4. Image with logo, orbits and text

5. Image with logo, orbits and text



6. Image with logo, orbits and text

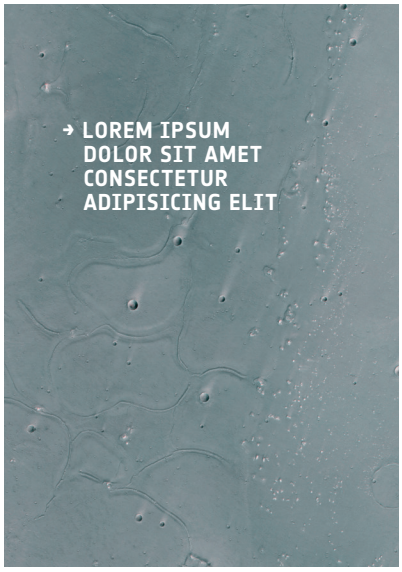
For layouts where the orbits, hotspots and images are present, use either Silver or the 50% Black for the orbits and the hotspot.
For text, use the ESA colour palette and follow the rules as in '2 Colours' and '3 Typography'.

Notes

Apply layout with images on covers, posters, separator pages, etc. These must not be superimposed onto the elements of the image that could compromise visual effect or cause misinterpretation.

5.7.2 LAYOUT WITH IMAGES

1. Image with text only



2. Image with text only

3. Image with text only

4. Image with logo, signature and text

5. Image with logo, signature and text

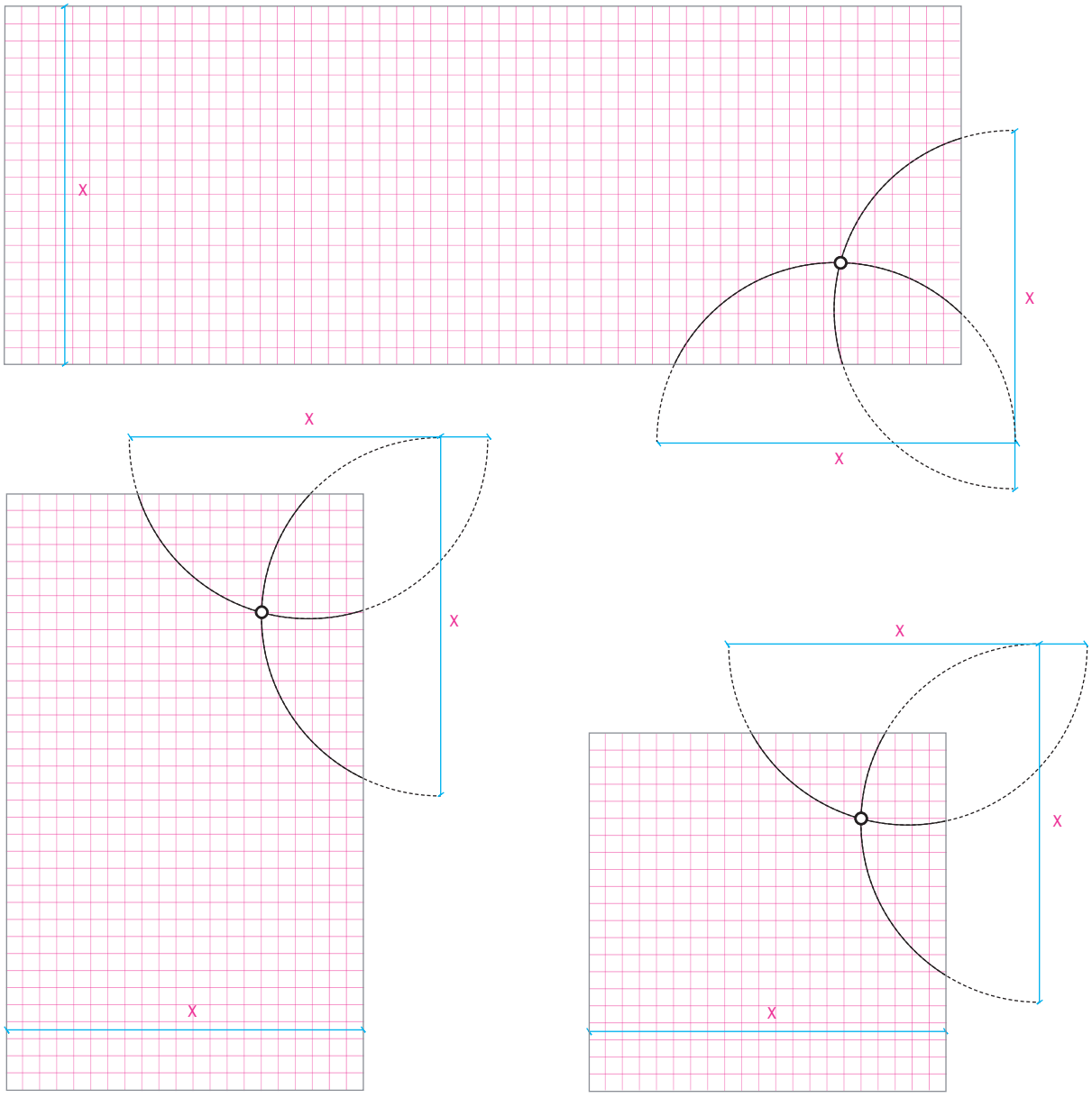
6. Image with logo, signature and text

In the layouts where text and background images are present, see the rules for the ESA colour palette in chapters '2 Colours' and '3 Typography'.

Notes

Apply layouts with images on covers, posters, separator pages, etc. This must not be superimposed onto the elements of the image that could compromise the layouts with images visual effect or cause misinterpretation.

5.8 SPECIAL CASES



The construction of the orbit and the hotspot applied to special formats makes use of the same grid logic as described in paragraph '5.2 The construction of orbits', but the size of its diameter takes the shortest side of the layout into consideration.

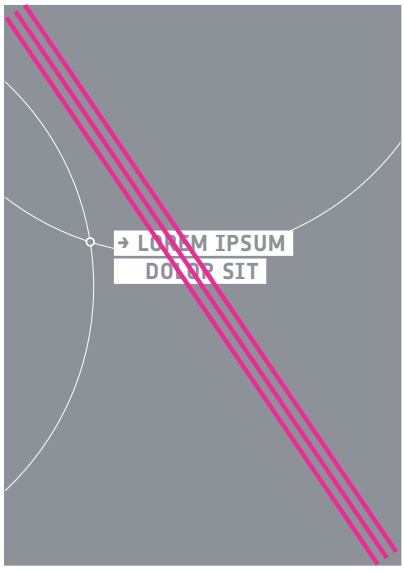
All the page layouts that do not conform to the standard format are to be considered special formats.

For the square format, the same logic described in this paragraph is recommended, assuming the side as X.

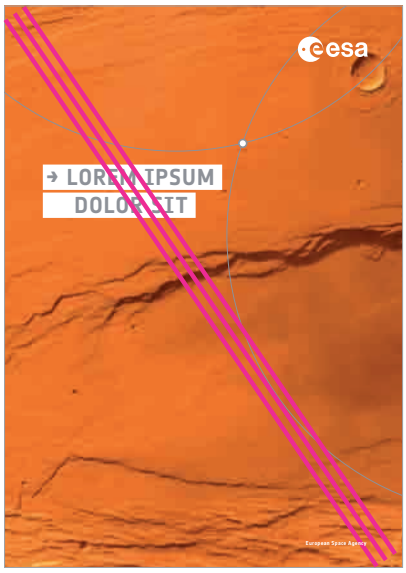
Notes

The size of the hotspot and the stroke of the orbit in special formats must follow the guidance in paragraph '5.4 Content dimension', proportionally sizing the standard format with that of the special one, putting one of the two sides of the layout into mutual connection.

5.9.1 DO NOT



It is not possible to superimpose the text (with or without highlights) onto the orbit device.

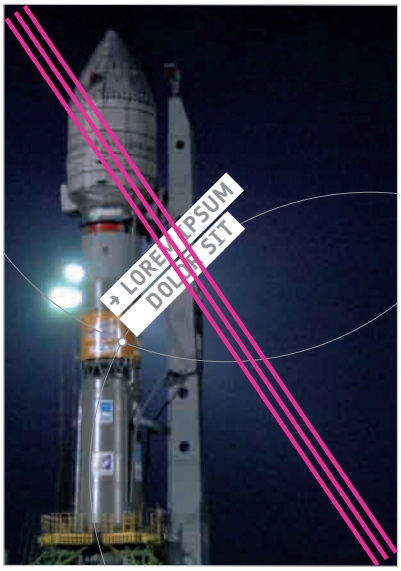


Do not infringe the protected area around the logo, either with orbits or visual elements in the background image. See '6.3.1 Grid of frameworks with orbits and text' for the correct application.

Do not superimpose the diameters of the orbits over the margins of the layout.

Do not position the hotspots or orbits on parts of the image which could reduce visibility or cause misinterpretation.

Do not rotate text.

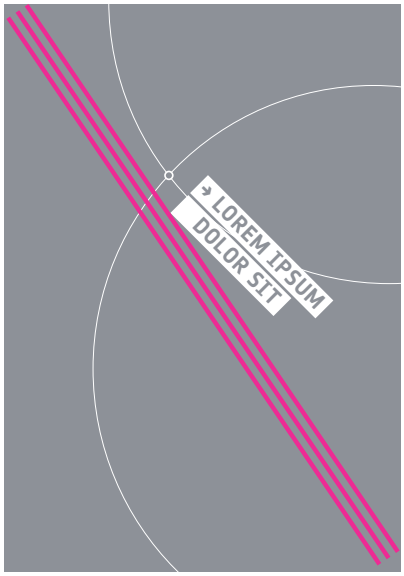


Do not rotate text and orbits within a framework.

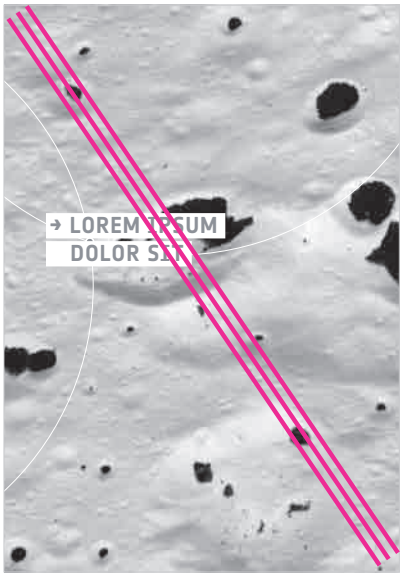
Notes

The use of the orbits and hotspot devices, especially on the background images, must follow the guidelines as described in this chapter to avoid errors of application that could compromise the image quality and the Corporate Identity by distracting attention from the content.

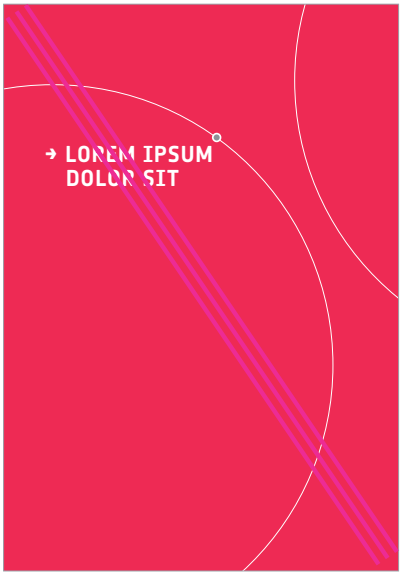
5.9.2 DO NOT



Do not rotate text and superimpose onto the orbits device.

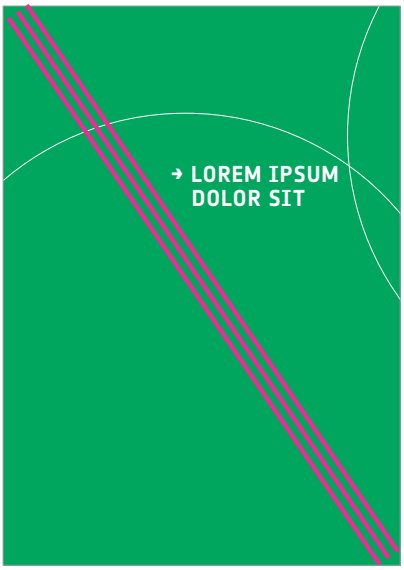


Do not superimpose the orbits or hotspot onto the text.

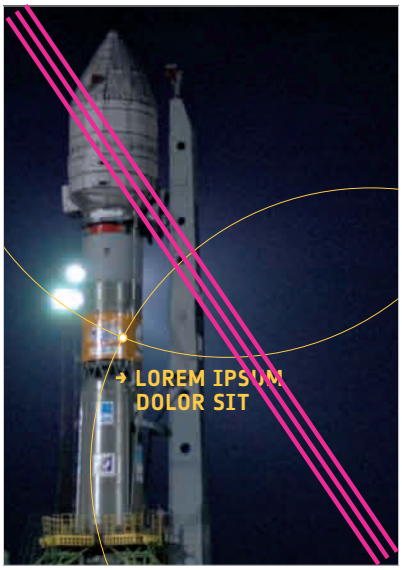


The two orbits must always cross at one or more points to create a hotspot.

Do not use one orbit only. Note also the hotspot is placed in a position that draws attention to Mike Foale's nose and mouth.



Do not cross the two orbits without positioning the hotspot at the point where the orbits meet.



Do not apply a colour code to the stroke of the orbits or the hotspot.

Notes

The use of the orbits and hotspot devices, especially on the background images, must follow the guidelines as described in this section to avoid errors of application that could compromise the image quality and the Corporate Identity by distracting attention from the content.

5.10 DIGITAL FILES

Source files	PDF
01_grid.indd	01_grid.pdf
02_grid_orbit.indd	02_grid_orbit.pdf
03_grid_orbit_logo.indd	03_grid_orbit_logo.pdf
04_grid_text.indd	04_grid_text.pdf
05_grid_text_logo.indd	05_grid_text_logo.pdf
06_layout_text_orbit.indd	06_layout_text_orbit.pdf
07_layout_text.indd	07_layout_text.pdf
08_layout_colour_text_orbit.indd	08_layout_colour_text_orbit.pdf
09_layout_colour_text.indd	09_layout_colour_text.pdf
10_layout_colour_text_orbit_2.indd	10_layout_colour_text_orbit_2.pdf
11_layout_colour_text_2.indd	11_layout_colour_text_2.pdf
12_framework_1.indd	12_framework_1.pdf
13_framework_2.indd	13_framework_2.pdf
14_framework_3.indd	14_framework_3.pdf
15_framework_4.indd	15_framework_4.pdf
16_framework_5.indd	16_framework_5.pdf
17_framework_6.indd	17_framework_6.pdf
18_framework_1.indd	18_framework_1.pdf
19_framework_2.indd	19_framework_2.pdf
20_framework_3.indd	20_framework_3.pdf
21_framework_4.indd	21_framework_4.pdf
22_framework_5.indd	22_framework_5.pdf
23_framework_6.indd	23_framework_6.pdf

Notes

All the digital files can found at the following address:

http://www.esa.int/identity

→ 6 BRAND ARCHITECTURE

6 BRAND ARCHITECTURE

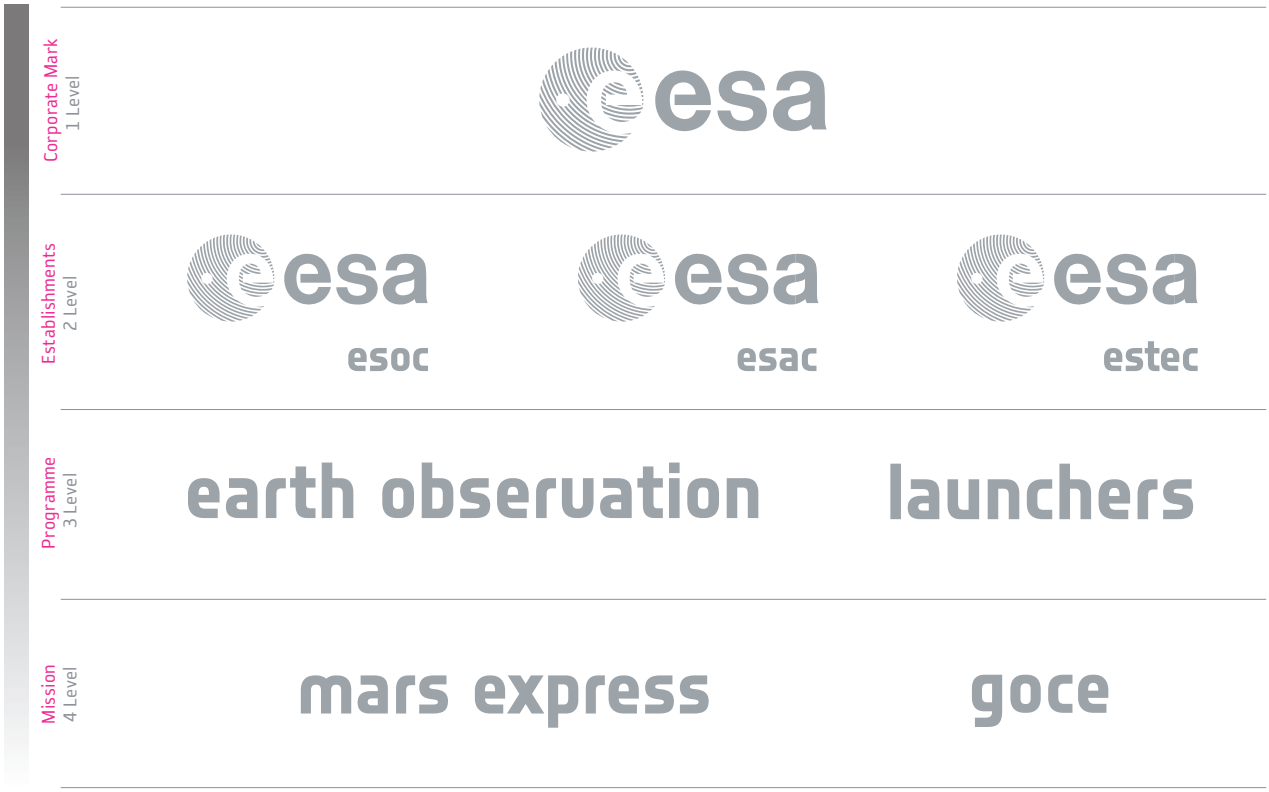
6.1 BRAND ARCHITECTURE FOR ESA

Model for ESA brand architecture

A model for the 'sub-brands' within ESA's brand architecture has been developed that guarantees and reinforces ESA's Corporate Image, giving consistency and supporting recognition of the brand.

The structure of the various sub-brand identities is divided into distinct areas that represent establishments, missions and programmes. We show how the various sub-brand are inserted at various levels (they are progressively distanced from the ESA logo) and become more autonomous as we descend from the second to the fourth level.

The ESA Logotype must always be inserted in every layout representing an establishment, a mission or programme.
The typography of all ESA programmes and missions will be represented according to this brand architecture.
In particular, mission logos can also carry an illustration in association with the typographical element of the name.
The design of ESA mission logos must be approved by the ESA Corporate Design Service, corporatedesign@esa.int



Notes

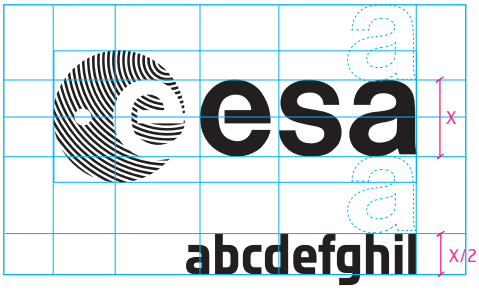
Use the logos font 'Notes Style' for all sub-brands in the brand architecture. See '3 Typography'. For the preview of the font and of the relative rules of application, refer to paragraph '3.4 Logos Font'.

Content linked

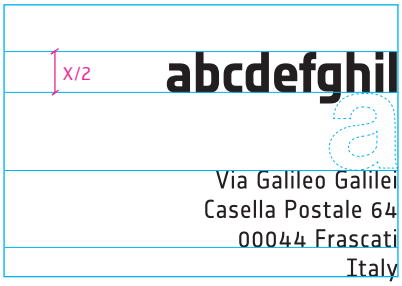
For details of ESA's sub-brands, see:

6.4 Logo with programme

6.2.1 LOGO WITH ESTABLISHMENT



ESA Logotype with name of establishment



Name of establishment with address

The font for the establishment is Notes Style and its vertical dimension (letter 'b') corresponds to half the height of the letter 'a' of ESA logo. The establishment name is always aligned with the right-hand margin of the ESA logo and the distance of respect between the elements is always given by the height of the letter 'a'.

The address (where necessary) is also aligned with the right-hand margin with respect to the name of the establishment and the ESA Logotype.

Via Galileo Galilei
Casella Postale 64
00044 Frascati
Italy

Example of applications of the ESRIN logo, with and without the Head Office address.

8–10 rue Mario Nikis
France 15 75738 Paris Cedex
Tel +33 (1) 53 69 00 00

Example of applications of the Headquarters logo, with and without their address.

Notes

The colour versions of the establishment names correspond with those of the ESA Logotype as described in the chapter '1 Logotype', in paragraph '1.3 Colour of logo'.

6.2.2 LOGO WITH ESTABLISHMENT

In video conference rooms, where it is necessary to increase the visibility of the establishment name, the opposite rule to the one described in the preceding paragraph is applied. The dimension of the establishment name is twice the height of the letter 'a' of ESA Logotype and it is aligned alongside the right-hand margin of the establishment name.

Examples of applications of the ESRIN name.

esrin

esa

Notes

The colour versions of the establishment names correspond with those of the ESA logo as described in the chapter '1 Logotype', in paragraph '1.3 Colour of logo'.

6.3.1 ESTABLISHMENT BROCHURE COVER

Grid:
The position of the ESA Logotype and the signature is described in paragraph 1.11.2 Logotype. See also chapter '5 Layout elements'.

6.3.2 ESTABLISHMENT BROCHURE COVER

Layout:
This is an example of a possible establishment brochure cover.

The rules of application of the ESA Logotype on a background image are described in paragraph '1.9 Application on background image' and in '5.7 Layout with images'.

The descriptions of the colour versions of the text and background are found in chapter '2 Colours' and '5 Layout elements'.

Content linked

If the name of the establishment is inserted in the layout text as 'Cover title', the rules described in paragraph '3.9 Text in titles' from chapter '3 Typography' must be followed.

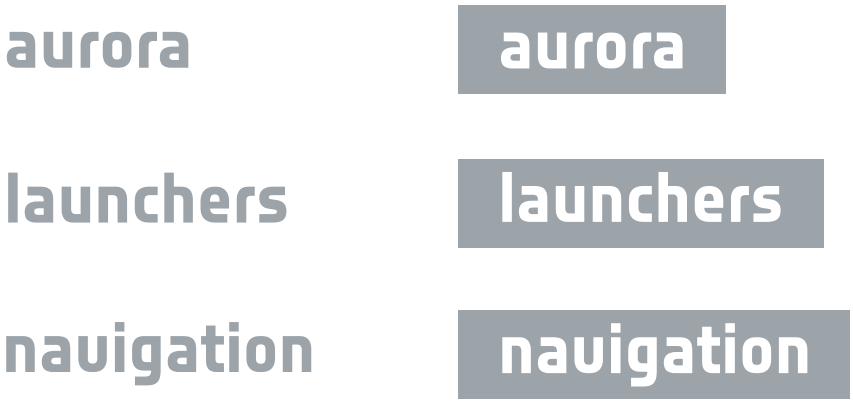
6.4 LOGO WITH PROGRAMME

Proportions between ESA logo and programme name

The programme title font is Notes Style and its size can either be the height of the 'a' letter of the ESA logo or half of it's value.

The protected area between the ESA Logotype and the programme name is always given by the 'a' and the 'e' of the ESA logo.

Examples of application of programme name



The two proportions X1 and X2 between the programme name and the ESA Logotype may be chosen according to the type of document. For example, for a specific cover page on the programme, the X1 proportion is valid; for a page inserted in an ESA corporate document the X2 proportion is valid.

The two items are not linked by a system of page-layout and can therefore be inserted freely in the layout, following the rules as described in chapter '5 Layout elements'.

Notes	Content linked
The colour versions of the programme names correspond to those of the ESA Logotype as described in chapter '1 Logotype'.	1.3 Colour of logo

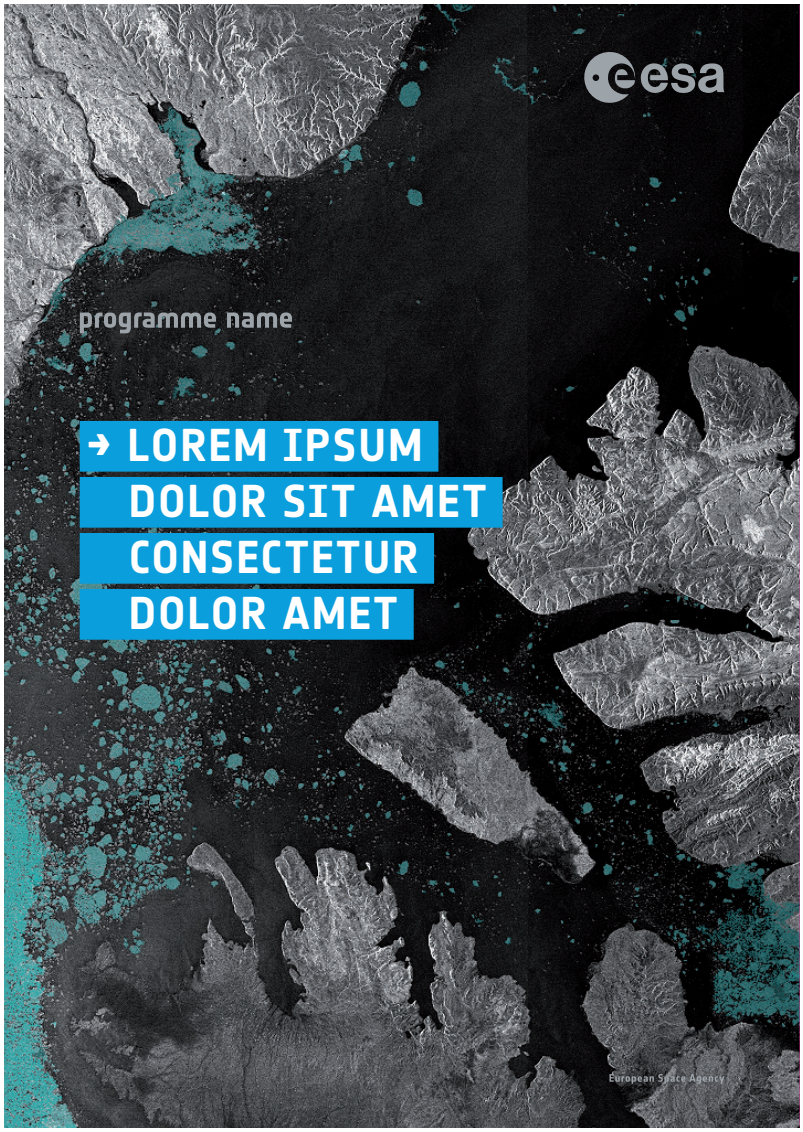
6.5.1 PROGRAMME BROCHURE COVER

Grid:
The position of the ESA Logotype and the signature is described in the paragraph '1.11Logotype.
See also chapter '5 Layout elements'.

Notes

This framework is an example of a possible programme brochure cover page. The proportions applied between the ESA Logotype and programme correspond to the X2 as described in the paragraph '6.4 Logo with programme'.

6.5.2 PROGRAMME BROCHURE COVER



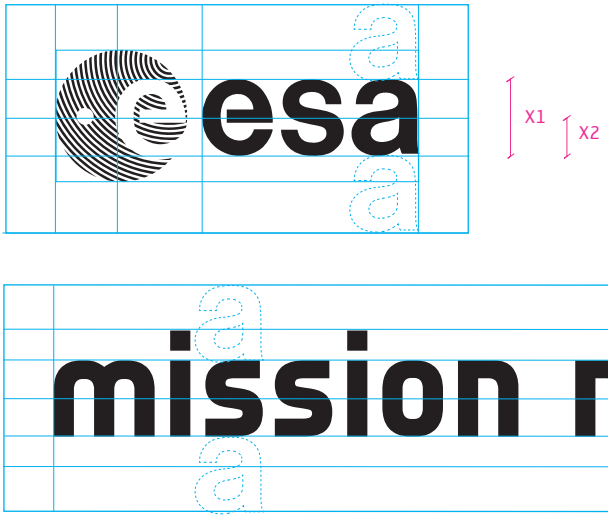
Layout example:
This example is a possible Earth Observation Programme brochure cover.
The rules for applying the ESA Logotype to a background image are described in paragraph '1.11 Application on image background' and '5.7 Layout with images'.
Details of text colour and the background are found in chapter '2 Colours' and '5 Layout elements'.

Notes

The proportions applied between the ESA Logotype and the programme name correspond to the X2 as described in the paragraph '6.4 Logo with programme'.

6.6.1 LOGO WITH MISSION

Proportions between ESA logo and mission name

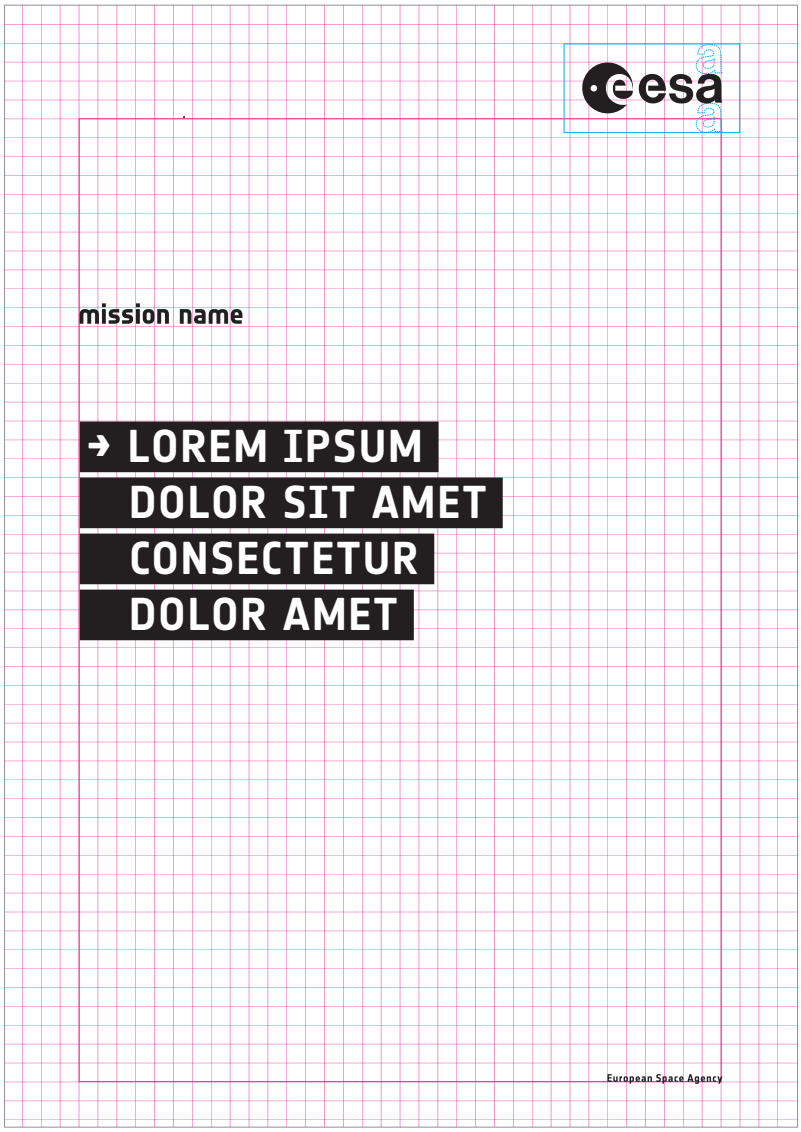


The mission name font is Notes Style and its size can either be the height of the 'a' letter of the ESA logo or half of its value.

The two proportions X1 and X2 between the mission name and the ESA Logotype may be chosen according to the type of document.

The two 'logos' are not connected by a system of page layouts and therefore can be freely inserted in the layout, following the rules as described in chapter '5 Layout elements'.

6.8.1 MISSION BROCHURE COVER



Layout grid:

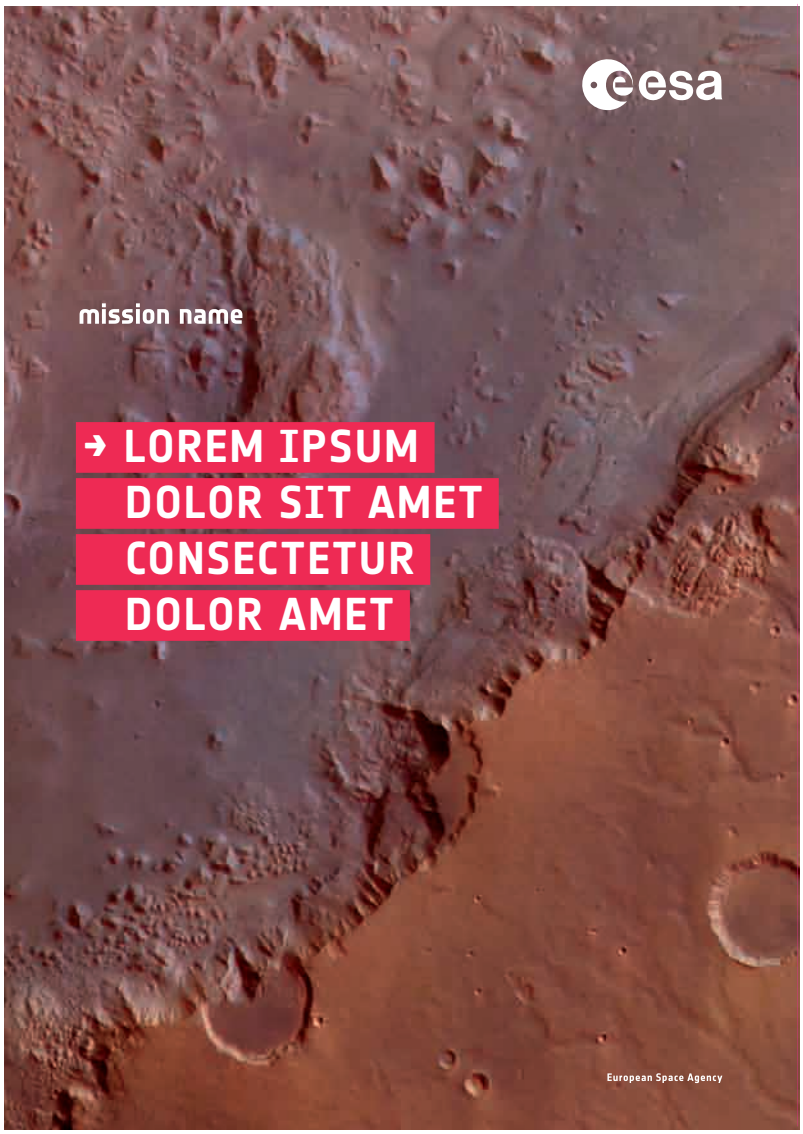
The position of the logoand the signature is described in ‘1.11

See also chapter ‘5 Layout elements’.

Notes

The proportion applied between the ESA logo and the mission logo corresponds to the X2 described in paragraph ‘6.6 Logo with mission’.

6.8.2 MISSION BROCHURE COVER



Layout example:

This example is a possible mission brochure cover.

The rules for applying the ESA logo to a background image are described in paragraph '1.9 Application on image background' and '5.7 Layout with images'.

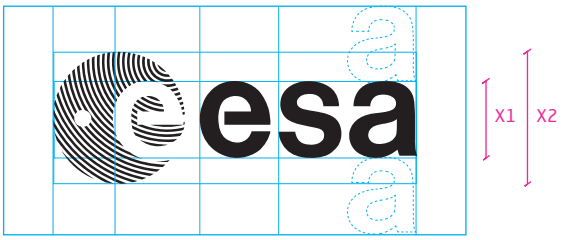
Details for text and the background are found in chapters '2 Colours' and '5 Layout elements'.

The case shown here is only an example of a possible application to existing mission names, it is not necessarily being considered as definitive.

Notes

The proportion applied between the ESA logo and the mission logo corresponds to the X2 described in paragraph '6.6.1 Logo with mission'.

6.9.1 PROPORTION BETWEEN ESA LOGO AND PARTNERS' LOGOS

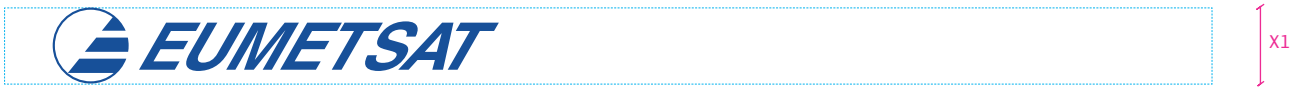


The proportion between the ESA and Partners logos is established by two dimensional systems applicable according to the type of the Partners logo format.

Should the logo have a square format, the dimension of its height is equal to dimension of the symbol of the ESA Logotype (X2).

Should the logo have a horizontal format, the dimension of its height is equal to the dimension in height of the typography of the ESA logo (X1).

Examples of logos with circular or square format

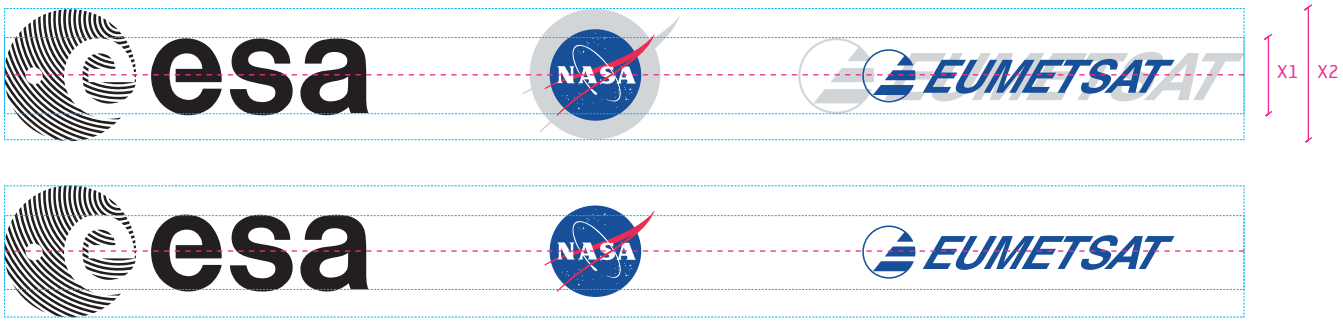


Examples of logos with horizontal format

Notes

The correct application of the two sizes X1 and X2 with which to size the partnership logos with the ESA Logotype is recommended.

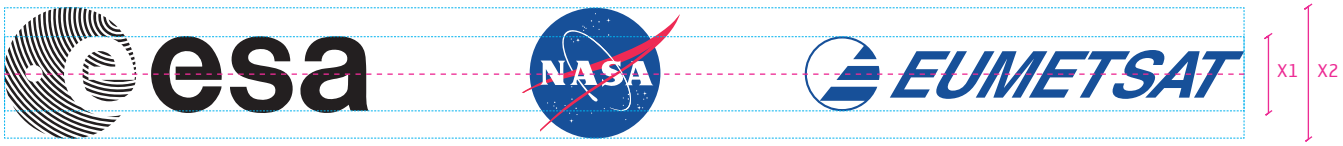
6.9.2 PROPORTION BETWEEN ESA LOGO AND PARTNERS' LOGOS



ESA-led partnerships

This case establishes the dimensions of the logos in the case where ESA is leader of the partnership.

In this case, the logos of the partnership must be reduced by 30% with respect to the two dimensions X1 and X2.



ESA co-partnerships

This case establishes the dimensions of the logo in the case where ESA is co-partner with other entities.

In this example, the dimensional system is applied as described in the preceding paragraph.

Notes

The correct application of the dimensions here are recommended to fairly and correctly represent the levels of partnership.

6.10.1 ESA PUBLICATION CO-PARTNERSHIPS

Layout Grid:
The position of the logo and the signature is described in the paragraph '1.11 Logotype.
Templates of frameworks are found in '5 Layout elements'.
The dimensions of the partnership logos is that of X1 and X2 as described in the paragraph '6.9.2 Proportion between ESA Logotype and partners' logo'.

Notes

In the case where ESA is a co-partner, the logo is applied without the signature.

6.10.2 ESA PUBLICATION CO-PARTNERSHIPS

Layout example:
Layout of a joint brochure cover page. The rules for applying the ESA logo to a background image are described in paragraph '1.9 Application on image background' and '5.7 Layout with image'.
The dimension of the partnership logos is that of X1 and X2 as described in the paragraph '6.9.2 Proportion between ESA Logotype and partners' logo'.
The descriptions of the colour versions of the text and the background are found in chapter '2 Colors' and '5 Layout elements'.

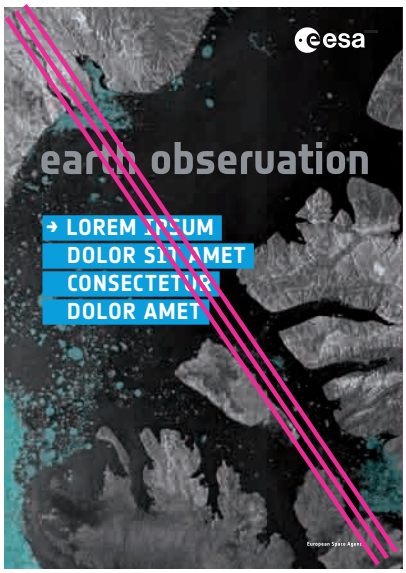
Notes

In the case where ESA is a co-partner, the logo is applied without the signature.

6 BRAND ARCHITECTURE

6.11 DO NOT

Do not put the establishment name far from the ESA Logotype.



Do not create the programme name bigger or smaller than the ESA Logotype, e.g. when used on brochure covers or posters.

Do not create mission logos either bigger or smaller than the ESA Logotype, e.g. when used on brochure covers or posters.

Do not use the European Space Code when ESA is a co-partner.

Notes

The right proportions between the ESA Logotype and the sub-brands, and between the ESA Logotype and the partnership logos are important if coherence and balance within the brand architecture are to be maintained.

6.12 DIGITAL FILES

Source files	PDF
01_establishment_grid.indd	01_establishment_grid.pdf
01_establishment_layout.indd	01_establishment_layout.pdf
02_programme_grid.indd	02_programme_grid.pdf
02_programme_layout.indd	02_programme_layout.pdf
03_mission_layout.indd	03_mission_layout.pdf
04_copartnership_grid.indd	04_copartnership_grid.pdf
04_copartnership_layout.indd	04_copartnership_layout.pdf

Notes

All the digital files are available on DVD supplied with the Corporate Identity Manual and can also be found at the following address:

http://www.esa.int/identity

→ 7 APPLICATIONS

7 APPLICATIONS

7.1 INTRODUCTION OF APPLICATIONS

Application of layout elements

This chapter illustrates the main applications that contribute to the construction of ESA's Corporate Identity.

The applications demonstrate the correct relationship between all the basic elements of the preceding chapters: the ESA logo, colours, typography, picture language and layout elements.

Here we also define the main grids from which it is possible to take elements for the creation of ESA's main communication formats. There are two types of applications. The first is the set of basic rules to develop the main layout for ESA corporate items and stationery. The second is applied to examples of products, such as brochures, leaflets, posters and PowerPoint presentations.

In this chapter, we also describe the correct use of the digital ESA Logotype for special cases, for example, the Web Portal and email signatures.

esa
headquarters
8-10 rue Mario Nikis
75738 Paris Cedex 15
France
Tel. (33) 1 53697654
Fax (33) 1 53697560
www.esa.int
Name Surname
Address line 1
Address line 2
T + 00 000 000 000
F + 00 000 000 000
Paris, 2 March 2009
Dear Mr Schmidt,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ac arcu. Duis nec arcu vel turpis interdum aliquam. Praesent dignissim neque vitae tellus. Fusce sit amet ipsum nec eros mollis porta. Suspendisse in nisl. Proin consectetur velit vitae est. Phasellus viverra mollis justo. In hac habitasse platea dictumst. Pellentesque porta posuere nunc. Morbi ante nibh, semper in, adipiscing ac, rhoncus eu, quam. Ut ut est. Quisque mattis, sem id sodales porta, ante pede tincidunt nunc, vel lobortis pede lacus eu purus.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vitae mi. Duis lacinia, sem at sodales suscipit, risus ligula egestas massa, placerat vestibulum purus mi ac tellus. Aenean dapibus tellus et urna.
Aliquam erat volutpat. Nam malesuada rhoncus purus. Vestibulum viverra vestibulum neque. Cras eget urna eget elit hendrerit condimentum. Curabitur eget lorem euismod eros aliquam condimentum. Fusce aliquet lacus id mi. Donec mollis, erat ac ultrices commodo, ante erat tempus felis, id ultrices massa libero sit amet est.
Best regards,
George Demo
Page 1/1
European Space Agency
Agence spatiale européenne

Notes

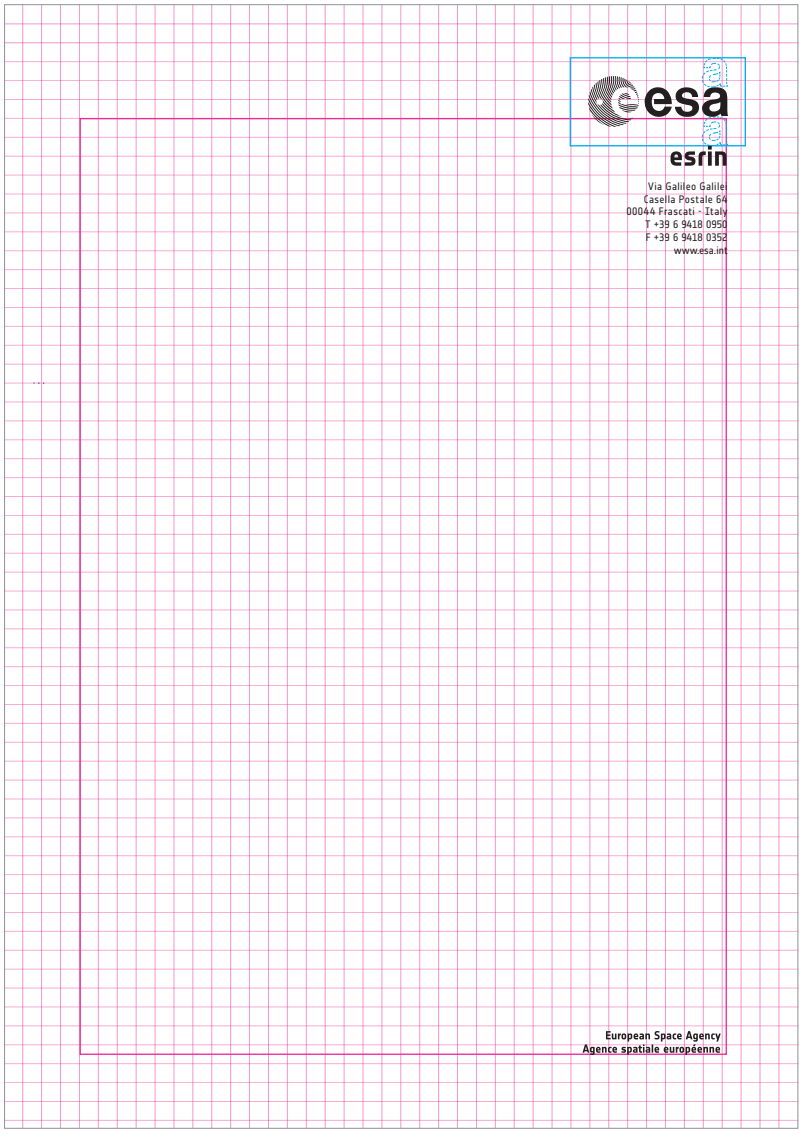
The correct application of the page layout described here will contribute to a coherent and recognisable ESA corporate image, whatever print format or channel is used.

Content linked

For examples of ESA's stationery, see:

7.2 - 7.8 paragraphs

7.2.1 LETTERHEAD GRID



Grid:

The letterhead can have the name and the address of the establishment, or can contain the logo alone.

The ESA Logotype is Silver for the printed template versions and ESA Dark Blue for all the other digital versions.

Notes

This template is available in the vectorial format INDD for Offset and digital printing, and in DOT format for Word.

Content linked

To download the Letterhead template:

01_Letterhead.indd, 01_Letterhead.pdf or

01_Letterhead.dot

7.2.2 LETTERHEAD

esa
esrin

Via Galileo Galilei
Casella Postale 64
00044 Frascati - Italy
T +39 6 9418 0950
F +39 6 9418 0352
www.esa.int

Name Surname
Address line 1
Address line 2
T + 00 000 000 000
F + 00 000 000 000

Paris, 2 March 2009

Dear Mr Schmidt,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ac arcu. Duis nec arcu vel turpis interdum aliquam. Praesent dignissim neque vitae tellus. Fusce sit amet ipsum nec eros mollis porta. Suspendisse in nisl. Proin consectetur velit vitae est. Phasellus viverra mollis justo. In hac habitasse platea dictumst. Pellentesque porta posuere nunc. Morbi ante nibh, semper in, adipiscing ac, rhoncus eu, quam. Ut ut est. Quisque mattis, sem id sodales porta, ante pede tincidunt nunc, vel lobortis pede lacus eu purus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vitae mi. Duis lacinia, sem at sodales suscipit, risus ligula egestas massa, placerat vestibulum purus mi ac tellus. Aenean dapibus tellus et urna.

Aliquam erat volutpat. Nam malesuada rhoncus purus. Vestibulum viverra vestibulum neque. Cras eget urna eget elit hendrerit condimentum. Curabitur eget lorem euismod eros aliquam condimentum. Fusce aliquet lacus id mi. Donec mollis, erat ac ultrices commodo, ante erat tempus felis, id ultrices massa libero sit amet est.

Best regards,

George Demo

Page 1/1

European Space Agency
Agence spatiale européenne

Layout:

Example of letterhead with personalisation of the name and the address of the establishment.

The colour of the ESA Logotype and establishment is Silver for the printed template versions with Offset print and ESA Dark Blue for all the other digital versions.

The system font to be used in the text area should be Georgia, size 12, interline 12.

Notes

This template is available in the vectorial format INDD for Offset and digital printing, and in DOT format for Word.

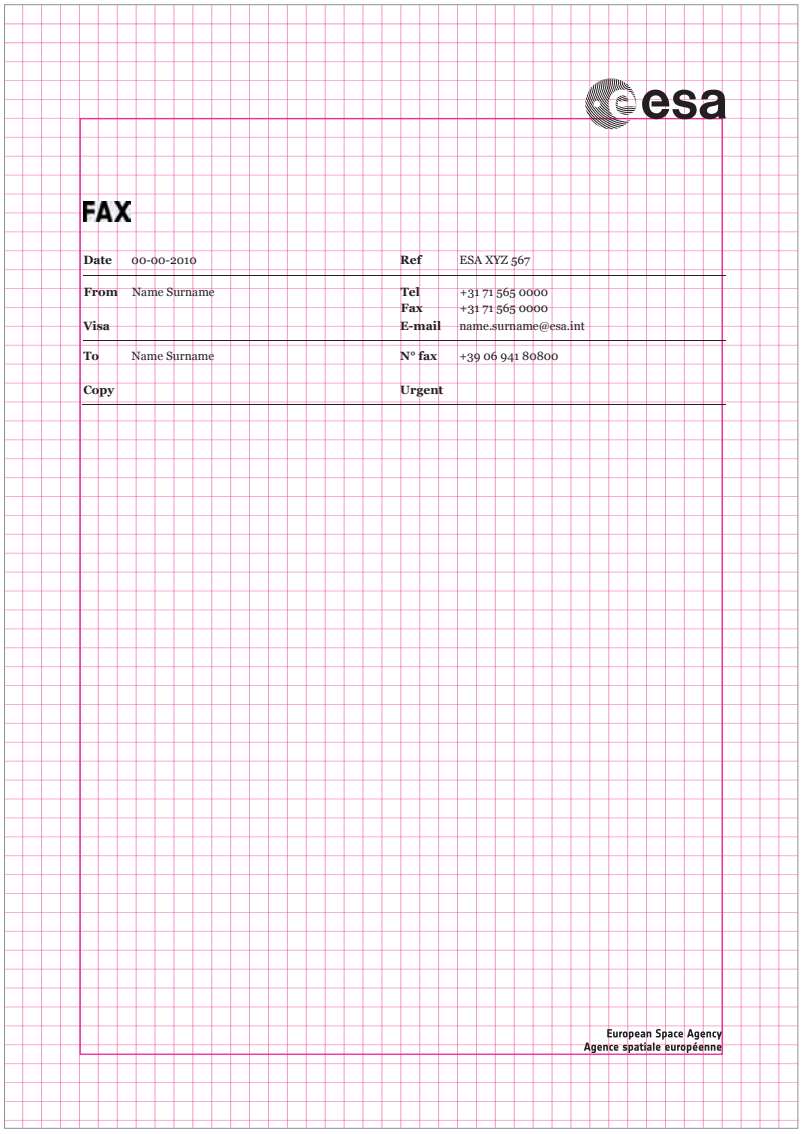
Content linked

To download the Letterhead template:

01_Letterhead.indd, 01_Letterhead.pdf or

01_Letterhead.dot

7.3.1 FAX GRID



Grid:

The ESA logo and the signature are full Black.

Notes

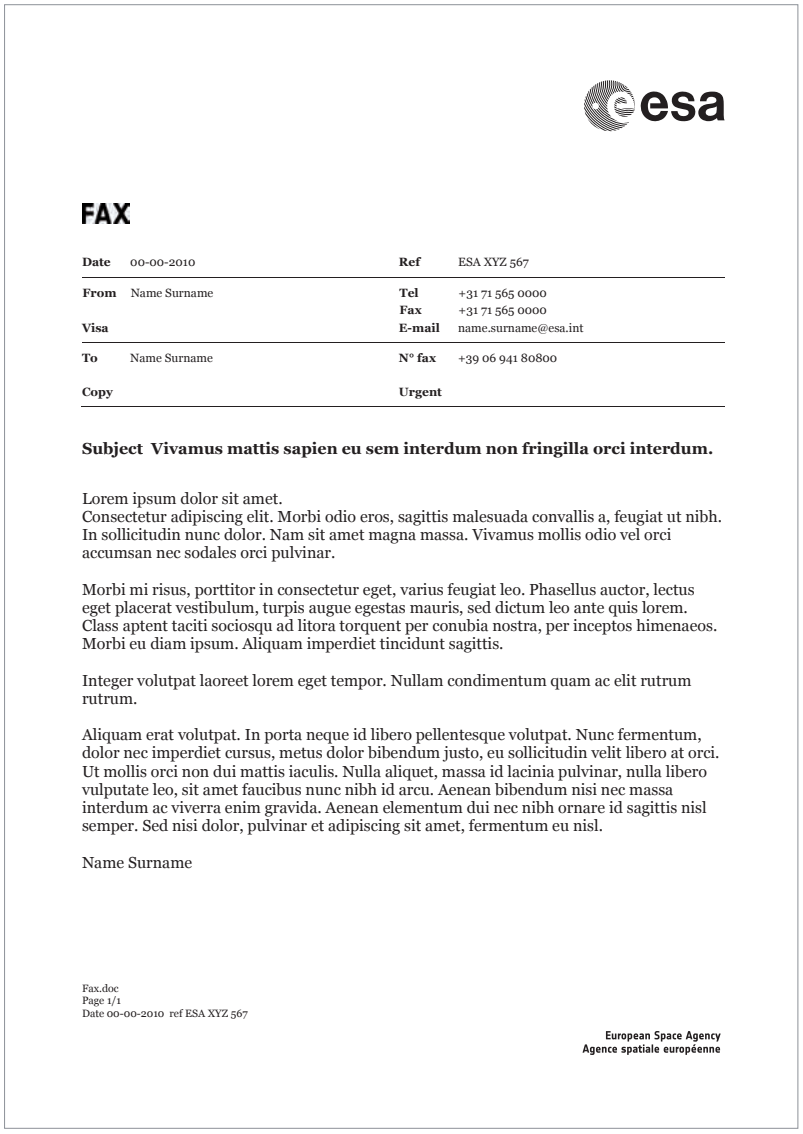
This template is available in the DOT format for Word.

Content linked

To download the Fax template:

02_Fax.pdf or 02_Fax.dot

7.3.2 FAX



esa

FAX

Date	00-00-2010	**Ref**	ESA XYZ 567
From	Name Surname	**Tel**	+31 71 565 0000
		Fax	+31 71 565 0000
Visa		**E-mail**	name.surname@esa.int
To	Name Surname	**N° fax**	+39 06 941 80800
Copy		**Urgent**	

Subject Vivamus mattis sapien eu sem interdum non fringilla orci interdum.

Lorem ipsum dolor sit amet.
Consectetur adipiscing elit. Morbi odio eros, sagittis malesuada convallis a, feugiat ut nibh. In sollicitudin nunc dolor. Nam sit amet magna massa. Vivamus mollis odio vel orci accumsan nec sodales orci pulvinar.

Morbi mi risus, porttitor in consectetur eget, varius feugiat leo. Phasellus auctor, lectus eget placerat vestibulum, turpis augue egestas mauris, sed dictum leo ante quis lorem. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Morbi eu diam ipsum. Aliquam imperdiet tincidunt sagittis.

Integer volutpat laoreet lorem eget tempor. Nullam condimentum quam ac elit rutrum rutrum.

Aliquam erat volutpat. In porta neque id libero pellentesque volutpat. Nunc fermentum, dolor nec imperdiet cursus, metus dolor bibendum justo, eu sollicitudin velit libero at orci. Ut mollis orci non dui mattis iaculis. Nulla aliquet, massa id lacinia pulvinar, nulla libero vulputate leo, sit amet faucibus nunc nibh id arcu. Aenean bibendum nisi nec massa interdum ac viverra enim gravida. Aenean elementum dui nec nibh ornare id sagittis nisl semper. Sed nisi dolor, pulvinar et adipiscing sit amet, fermentum eu nisl.

Name Surname

Fax.doc
Page 1/1
Date 00-00-2010 ref ESA XYZ 567

European Space Agency
Agence spatiale européenne

Layout:

The ESA Logotype and the signature are full Black.

Use Georgia font, size 12, interline 12, for typed text in the editable area.

Notes

This template is available in the DOT format for Word.

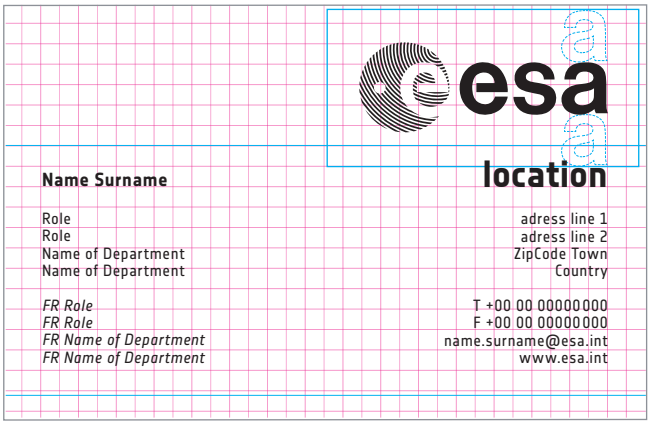
Content linked

To download the Fax template:

02_Fax.pdf or 02_Fax.dot

7 APPLICATIONS

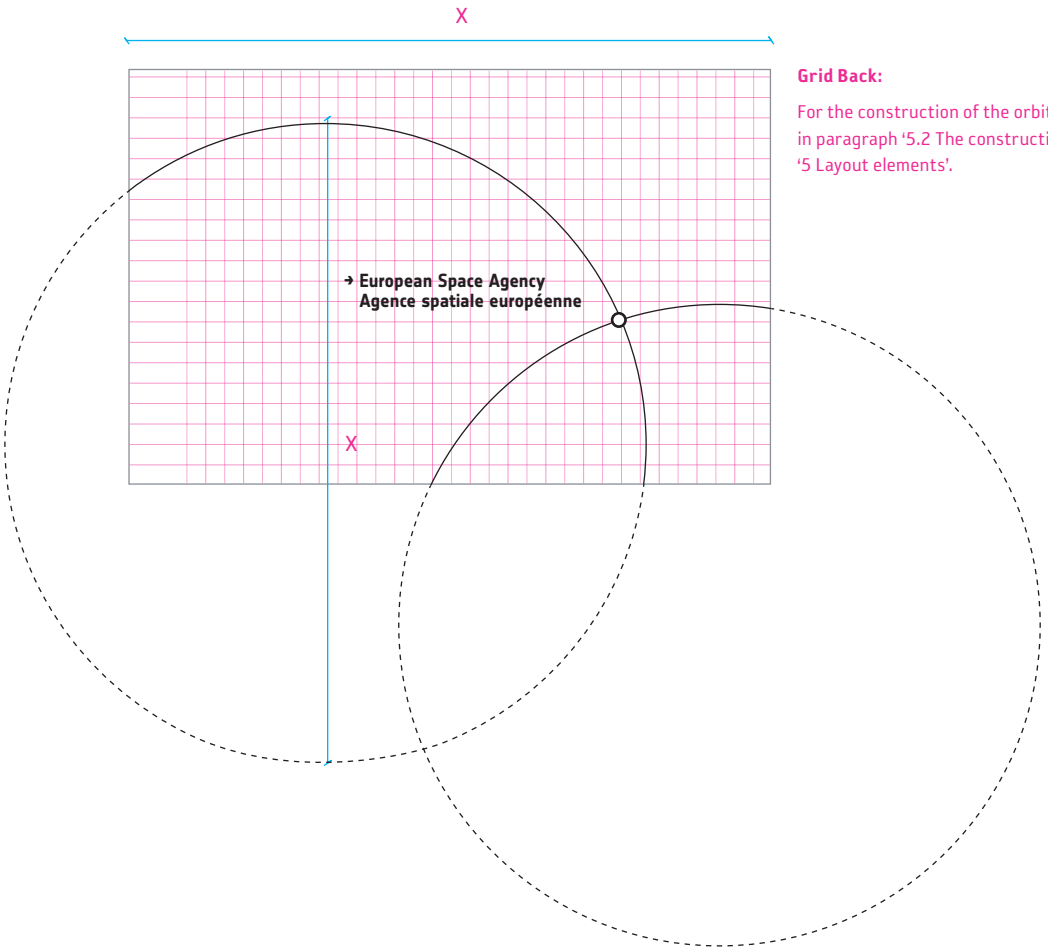
7.4.1 BUSINESS CARDS GRID



Grid Front:

For business cards, the ESA Logotype is inserted applying the rules in the chapter '1 Logotype'.

The establishment name and the text are aligned with the right-hand margin of the letter 'a' of the ESA typography. Additional French text for HQ and special requests only.



Grid Back:

For the construction of the orbit device, the rules established in paragraph '5.2 The construction of orbits' of chapter '5 Layout elements'.

Notes

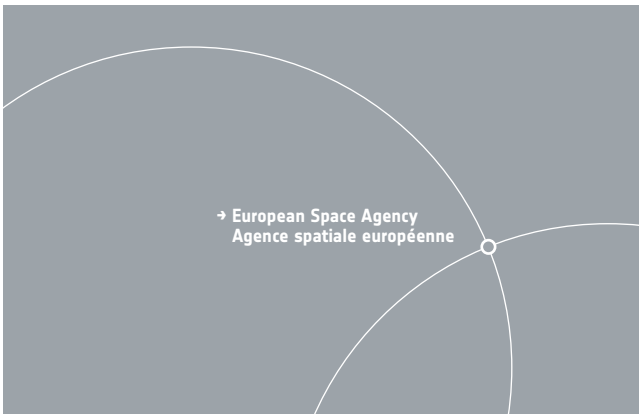
This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the Business cards template:

03_Business_card.indd or 03_Business_card.pdf

7.4.2 BUSINESS CARDS



Layout:

For the back of the business card, apply the the Silver and ESA Azure primary colour as described in the chapter '3 Colours'.

Notes

This template is available in the vectorial format INDD for Offset and digital printing.

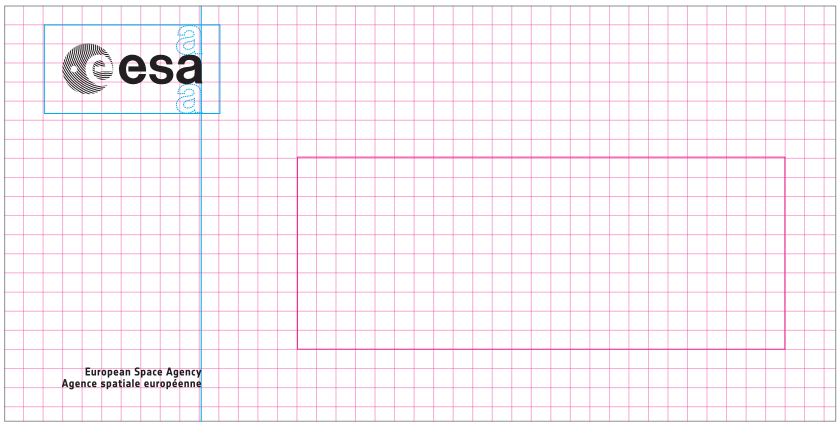
Content linked

To download the Business cards template:

03_Business_card.indd or 03_Business_card.pdf

7 APPLICATIONS

7.5.1 ENVELOPE GRID



Grid:

The envelope can be personalised with the name of the establishment or can contain the ESA Logotype alone.

This is special case of positioning of ESA Logotype because of the international standard for envelopes.

Notes

This template is available in the vectorial format INDD for Offset and digital printing.

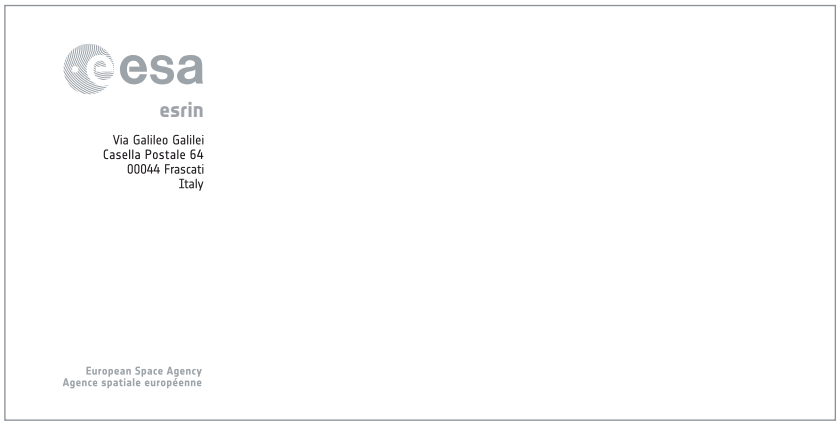
Content linked

To download the Envelope template:

04_Envelope_big.indd or 04_Envelope_big.pdf

05_Envelope_long.indd or 05_Envelope_long.pdf

7.5.2 ENVELOPE



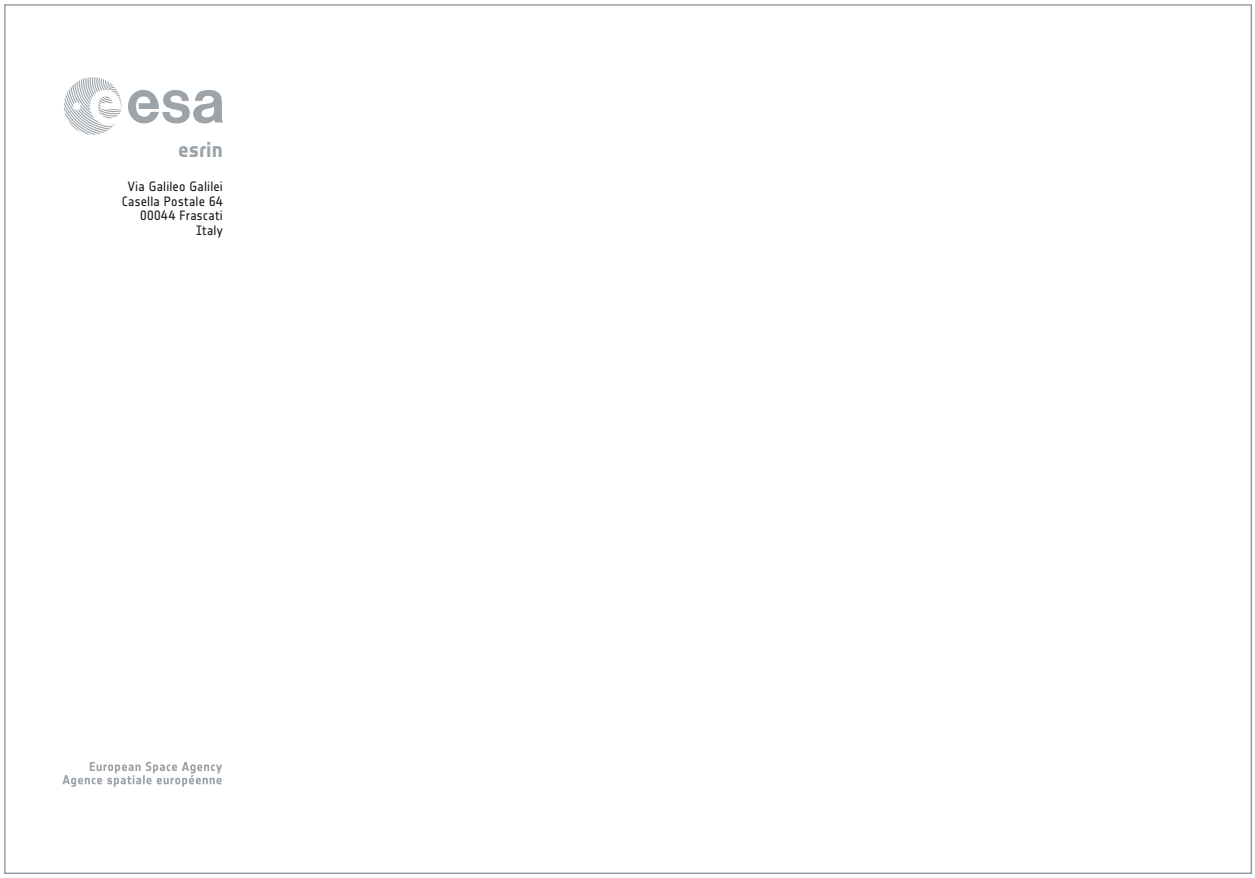
Layout:

The ESA Logotype, the signature and the name of the establishment is Silver or ESA 45% black.

On the large brown envelopes, the ESA Logotype, signature and name of the establishment is in ESA Dark Blue.

Standard envelope: 22 X 10 cm

Large envelope: 33 X 23 cm



Notes

This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

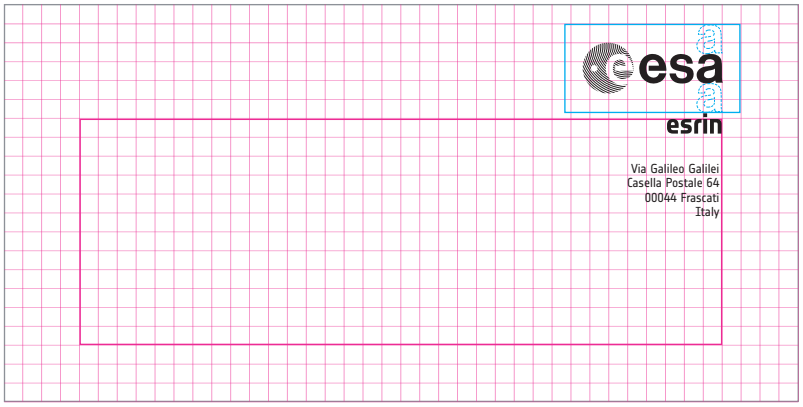
To download the Envelope template:

04_Envelope_big.indd or 04_Envelope_big.pdf

05_Envelope_long.indd or 05_Envelope_long.pdf

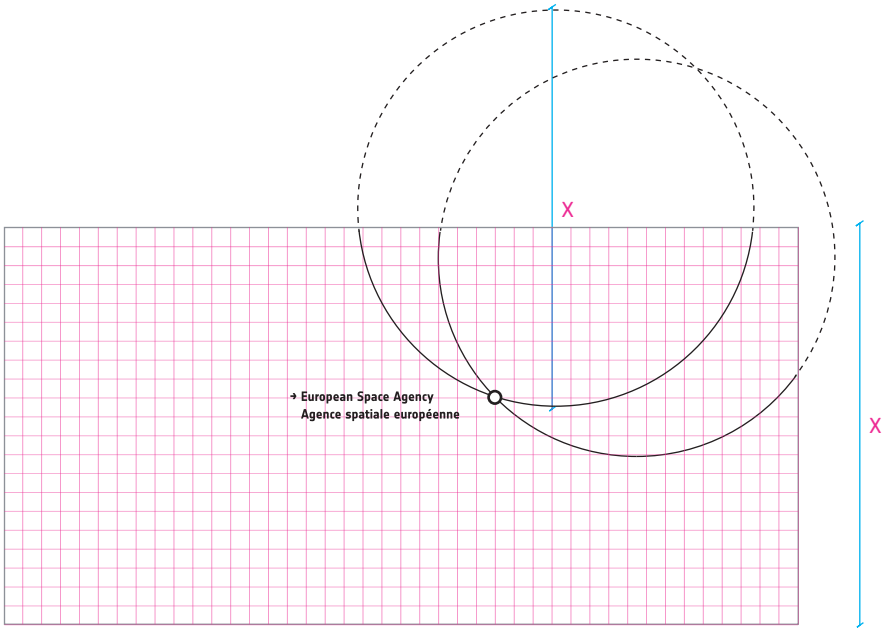
7 APPLICATIONS

7.6.1 COMPLIMENT SLIP GRID



Grid Front:
The compliment slip can be personalised with the name and the address of the establishment or contain the ESA Logotype alone.

Compliment slip: 21 X 9 cm

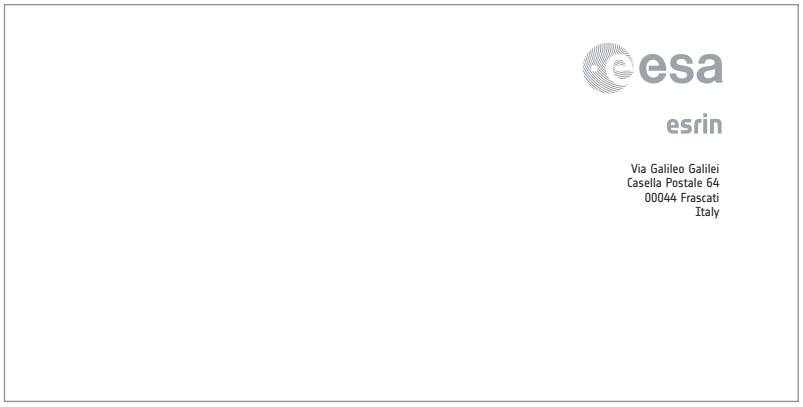


Grid Back:

For the construction of the orbits device, the rules established in paragraph '6.8 Special cases' of chapter '5 Layout elements'.

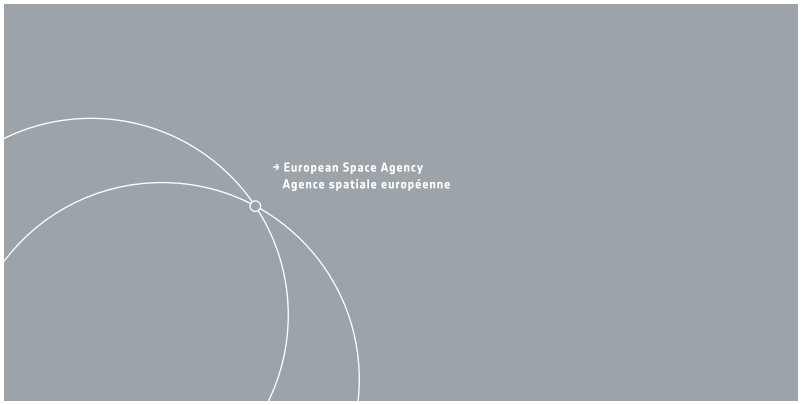
Notes	Content linked
This template is available in the vectorial format INDD for Offset and digital printing.	To download the Compliment slip template: 06_Compliment_slip.indd or 06_Compliment_slip.pdf

7.6.2 COMPLIMENT SLIP

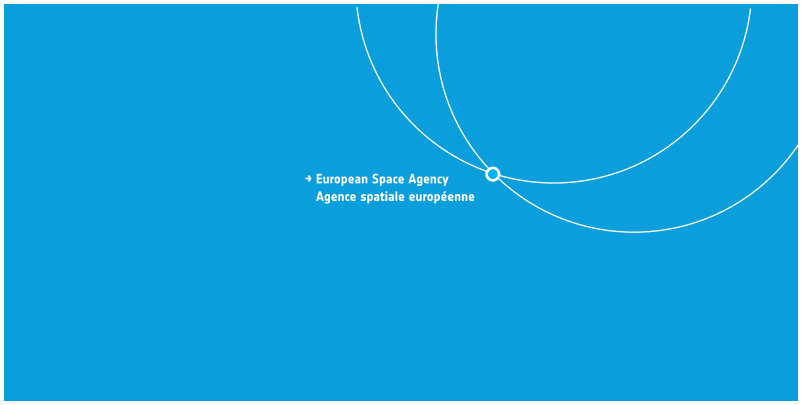


Layout:

For the back of the compliment slip, it is possible to apply the primary colour palette as described in the chapter '3 Colours' with the addition of Silver.



Examples of back layout



Notes

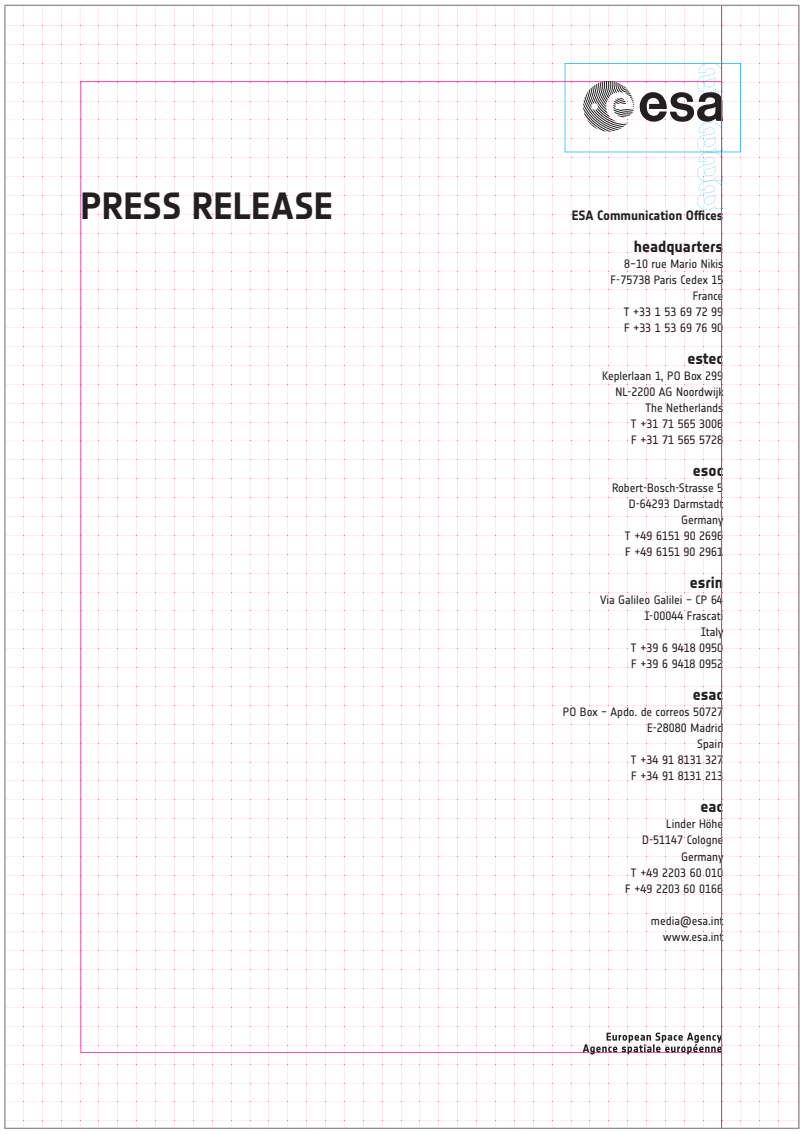
This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the Compliment slip template:

o6_Compliment_slip.indd or o6_Compliment_slip.pdf

7.7.1 PRESS RELEASE GRID



Grid:
Use Georgia size 9, interline 12, in the editable text area.
The ESA Logotype is Silver for the printed versions, 50% Black for all other digital versions.

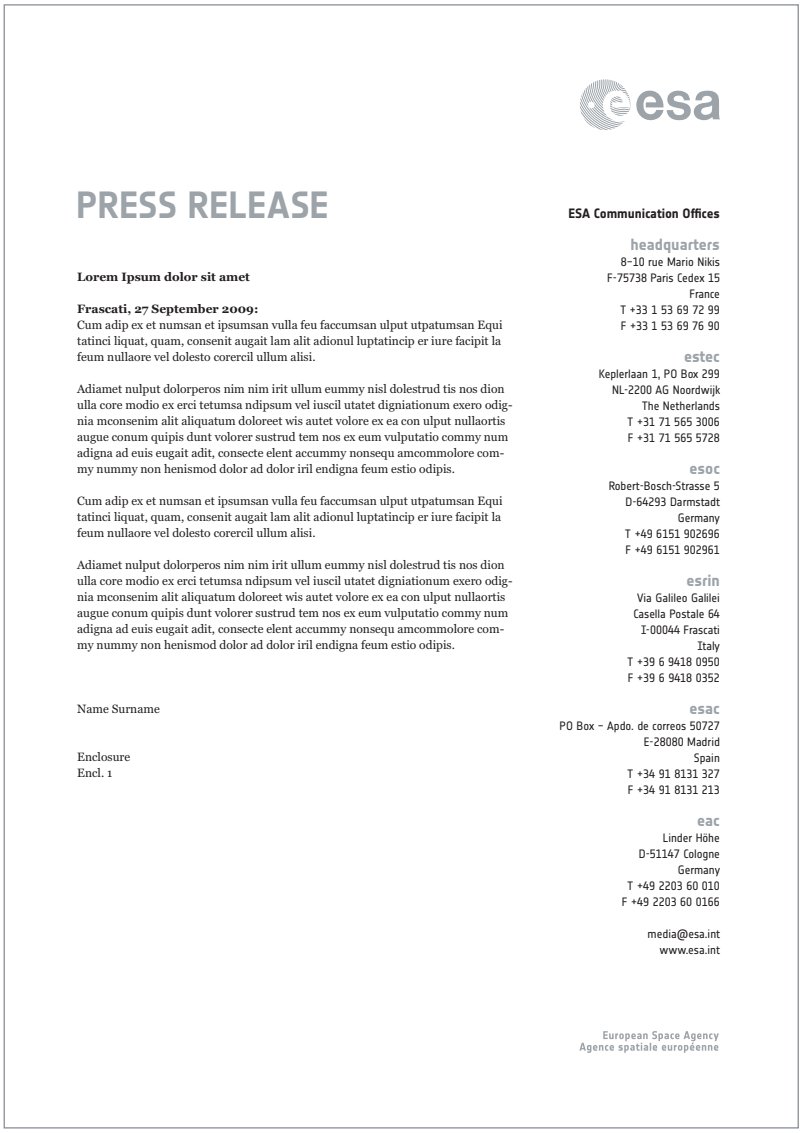
Notes

This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the Press release template:
07_Press_release.indd, 07_Press_release.pdf or 07_Press_release.dot

7.7.2 PRESS RELEASE



PRESS RELEASE

Lorem Ipsum dolor sit amet

Frascati, 27 September 2009:
Cum adip ex et numsan et ipsumsan vulla feu faccumsan ulput utpatumsan Equi tatinci liquat, quam, consenit augait lam alit adionul luptatincip er iure facipit la feum nullaore vel dolesto corercil ullum alisi.

Adiamet nulput dolorperos nim nim irit ullum eummy nisl dolestrud tis nos dion ulla core modio ex erci tetumsa ndipsum vel iuscil utatet digniationum exero odignia mconsenim alit aliquatum doloreet wis autet volore ex ea con ulput nullaortis augue conum quipis dunt volorer sustrud tem nos ex eum vulputatio commy num adigna ad euis eugait adit, consecte elent accummy nonsequ amcommolore commy nummy non henismod dolor ad dolor iril endigna feum estio odipis.

Cum adip ex et numsan et ipsumsan vulla feu faccumsan ulput utpatumsan Equi tatinci liquat, quam, consenit augait lam alit adionul luptatincip er iure facipit la feum nullaore vel dolesto corercil ullum alisi.

Adiamet nulput dolorperos nim nim irit ullum eummy nisl dolestrud tis nos dion ulla core modio ex erci tetumsa ndipsum vel iuscil utatet digniationum exero odignia mconsenim alit aliquatum doloreet wis autet volore ex ea con ulput nullaortis augue conum quipis dunt volorer sustrud tem nos ex eum vulputatio commy num adigna ad euis eugait adit, consecte elent accummy nonsequ amcommolore commy nummy non henismod dolor ad dolor iril endigna feum estio odipis.

Name Surname

Enclosure
Encl. 1

ESA Communication Offices

headquarters
8-10 rue Mario Nikis
F-75738 Paris Cedex 15
France
T +33 1 53 69 72 99
F +33 1 53 69 76 90

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The Netherlands
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F +31 71 565 5728

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Germany
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F +49 2203 60 0166

media@esa.int
www.esa.int

European Space Agency
Agence spatiale européenne

Layout:

The ESA Logotype and the name of the establishment is Silver for the printed versions and 50% Black for all the other digital versions.

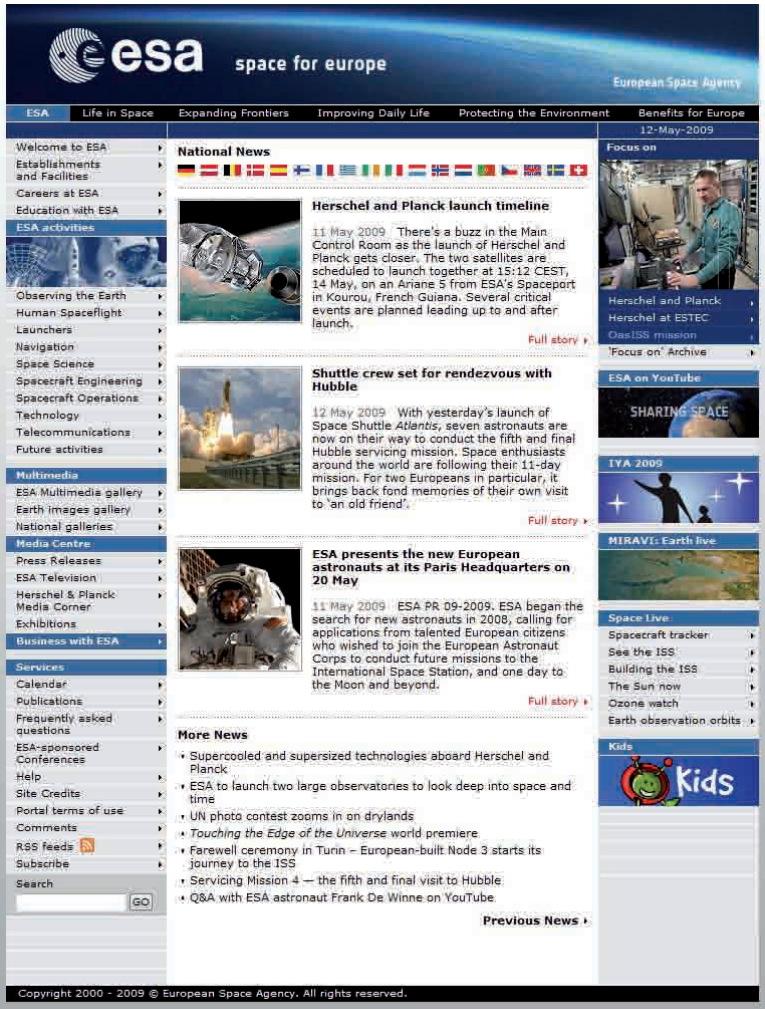
Notes

This template is available in the vectorial format INDD for Offset and digital printing, and in DOT format for Word.

Content linked

To download the Press release template:
07_Press_release.indd, 07_Press_release.pdf or
07_Press_release.dot

7.8.1 WEB PORTAL HOMEPAGE


esa
space for europe
European Space Agency
ESA
Life in Space
Expanding Frontiers
Improving Daily Life
Protecting the Environment
Benefits for Europe
Welcome to ESA
Establishments and Facilities
Careers at ESA
Education with ESA
ESA activities
Observing the Earth
Human Spaceflight
Launchers
Navigation
Space Science
Spacecraft Engineering
Spacecraft Operations
Technology
Telecommunications
Future activities
Multimedia
ESA Multimedia gallery
Earth images gallery
National galleries
Media Centre
Press Releases
ESA Television
Herschel & Planck Media Corner
Exhibitions
Business with ESA
Services
Calendar
Publications
Frequently asked questions
ESA-sponsored Conferences
Help
Site Credits
Portal terms of use
Comments
RSS feeds
Subscribe
Search
GO
National News
Herschel and Planck launch timeline
11 May 2009 There's a buzz in the Main Control Room as the launch of Herschel and Planck gets closer. The two satellites are scheduled to launch together at 15:12 CEST, 14 May, on an Ariane 5 from ESA's Spaceport in Kourou, French Guiana. Several critical events are planned leading up to and after launch.
Full story
Shuttle crew set for rendezvous with Hubble
12 May 2009 With yesterday's launch of Space Shuttle Atlantis, seven astronauts are now on their way to conduct the fifth and final Hubble servicing mission. Space enthusiasts around the world are following their 11-day mission. For two Europeans in particular, it brings back fond memories of their own visit to 'an old friend'.
Full story
ESA presents the new European astronauts at its Paris Headquarters on 20 May
11 May 2009 ESA PR 09-2009. ESA began the search for new astronauts in 2008, calling for applications from talented European citizens who wished to join the European Astronaut Corps to conduct future missions to the International Space Station, and one day to the Moon and beyond.
Full story
More News
Supercooled and supersized technologies aboard Herschel and Planck
ESA to launch two large observatories to look deep into space and time
UN photo contest zooms in on drylands
Touching the Edge of the Universe world premiere
Farewell ceremony in Turin – European-built Node 3 starts its journey to the ISS
Servicing Mission 4 — the fifth and final visit to Hubble
Q&A with ESA astronaut Frank De Winne on YouTube
Previous News
12-May-2009
Focus on
Herschel and Planck
Herschel at ESTEC
OasISS mission
'Focus on' Archive
ESA on YouTube
SHARING SPACE
IYA 2009
MIRAVI: Earth live
Space Live
Spacecraft tracker
See the ISS
Building the ISS
The Sun now
Ozone watch
Earth observation orbits
Kids
kids
Copyright 2000 - 2009 © European Space Agency. All rights reserved.

ESA Web Portal homepage
Site position in browser window: centred

Notes

The ESA Web Portal features a gradient background.
The basic site structure of the ESA Portal is simple and flexible and allows for continuous evolution:

One horizontal module (header) and three vertical modules (left- and right navigation bar, newslist containing articles) create the basic platform for different types of content and specific requirements of the sub-branches (e.g. the Directorates).
The basic modules have fixed dimensions but can be interpreted and combined in many ways enabling each sub-branch site to express its personal style and still be recognisable as part of ESA.

7.8.2 WEB PORTAL HOMEPAGE

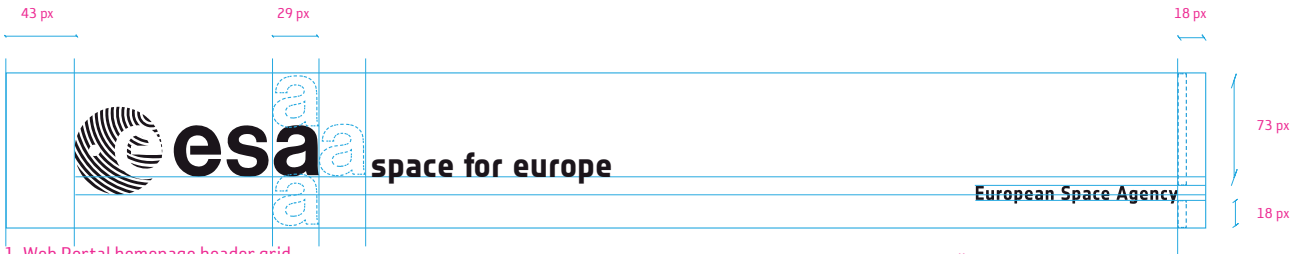
1
esa
space for europe
European Space Agency
2
ESA
Expanding Frontiers
Improving Daily Life
Protecting the Environment
Benefits for Europe
3
12-May-2009
Welcome to ESA
Establishments and Facilities
Careers at ESA
Education with ESA
ESA activities
Observing the Earth
Human Spaceflight
Launchers
Navigation
Space Science
Spacecraft Engineering
Spacecraft Operations
Technology
Telecommunications
Future activities
Multimedia
ESA Multimedia gallery
Earth images gallery
National galleries
Media Centre
Press Releases
ESA Television
Herschel & Planck Media Corner
Exhibitions
Business with ESA
Services
Calendar
Publications
Frequently asked questions
ESA-sponsored Conferences
Help
Site Credits
Portal terms of use
Comments
RSS feeds
Subscribe
Search
GO
4
National News
Herschel and Planck launch timeline
11 May 2009 There's a buzz in the Main Control Room as the launch of Herschel and Planck gets closer. The two satellites are scheduled to launch together at 15:12 CEST, 14 May, on an Ariane 5 from ESA's Spaceport in Kourou, French Guiana. Several critical events are planned leading up to and after launch.
Full story
Shuttle crew set for rendezvous with Hubble
12 May 2009 With yesterday's launch of Space Shuttle Atlantis, seven astronauts are now on their way to conduct the fifth and final Hubble servicing mission. Space enthusiasts around the world are following their 11-day mission. For two Europeans in particular, it brings back fond memories of their own visit to 'an old friend'.
Full story
6
ESA presents the new European astronauts at its Paris Headquarters on 20 May
11 May 2009 ESA PR 09-2009. ESA began the search for new astronauts in 2008, calling for applications from talented European citizens who wished to join the European Astronaut Corps to conduct future missions to the International Space Station, and one day to the Moon and beyond.
Full story
More News
Supercooled and supersized technologies aboard Herschel and Planck
ESA to launch two large observatories to look deep into space and time
UN photo contest zooms in on drylands
Touching the Edge of the Universe world premiere
Farewell ceremony in Turin – European-built Node 3 starts its journey to the ISS
Servicing Mission 4 — the fifth and final visit to Hubble
Q&A with ESA astronaut Frank De Winne on YouTube
Previous News
Focus on
Herschel and Planck
Herschel at ESTEC
'Focus on
ESA on YouTube
SHARING SPACE
IYA 2009
5
MIRAVI: Earth live
Space Live
Spacecraft tracker
See the ISS
Building the ISS
The Sun now
Ozone watch
Earth observation orbits
Kids
Kids
Copyright 2000 - 2009 © European Space Agency. All rights reserved.
7

ESA Web Portal homepage layout

Lyout element	Size	Colour	Font
1 Header	750 x 100	---	---
2 Top Navigation Bar	750 x 16	#000000	Verdana Regular 10 pixel #FFFFFF
3 Top coloured Bar	750 x 16	The colour is determined by the colour of the site	---
4 Left/Right Navigation Bar	160 x 16 Title bar: 160 x 16	Background: #E8E8E8 The colour is determined by the colour of the site	Text Links: Verdana Regular 10 pixel #000000 Titles: Verdana Bold 10 pixel
5 Highlight	160 x 50 Title bar: 160 x 16	--- the colour is determined by the colour of the site	Titles: Verdana Bold 10 pixel
6 Newslist/articles	404 x n	Background: #FFFFFF	News titles: Verdana Bold 11 pixel #000000 Text: Verdana Regular 11 pixel #000000
7 Footer	750 x 16	#000000	© Notice: Verdana Regular 10 pixel #FFFFFF

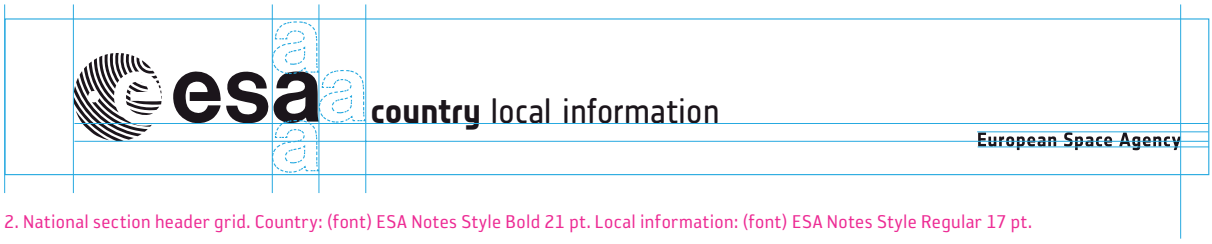
7.8.3 WEB PORTAL HEADER: GRID

The Web Portal header uses the ESA logotype for screen.



1. Web Portal homepage header grid.

1. Web Portal homepage header with the ESA Logotype, the signature and an image in the background.



2. National section header grid. Country: (font) ESA Notes Style Bold 21 pt. Local information: (font) ESA Notes Style Regular 17 pt.

2. National section header (countrydesk 'Italy')

Notes

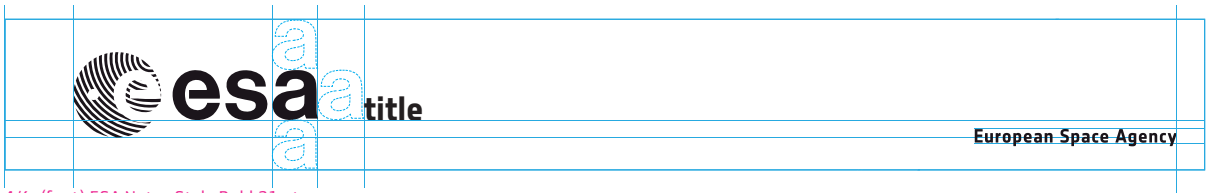
The protected area remains fixed.

Content linked

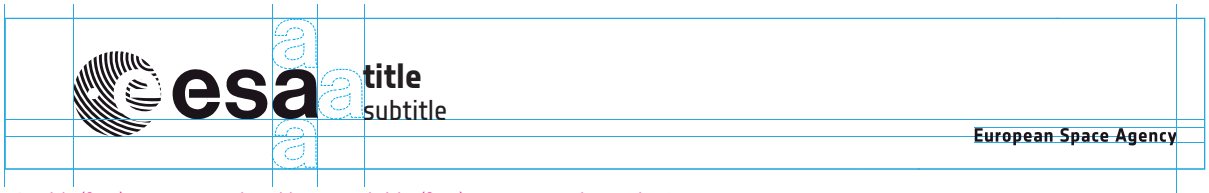
See description of ESA logotype for screen:

1.5 logo for screen

7.8.4 SAMPLES OF WEB PORTAL HEADER



4/6. (font) ESA Notes Style Bold 21 pt



3/5. Title (font) ESA Notes Style Bold 21 pt. Subtitle: (font) ESA Notes Style Regular 17 pt.

3. Establishment section header (ESAC)

4. Programme section header (Observing the Earth)

5. Programme sub section header - topic page (Understanding Our Planet)

6. Mission section header (Mars Express)

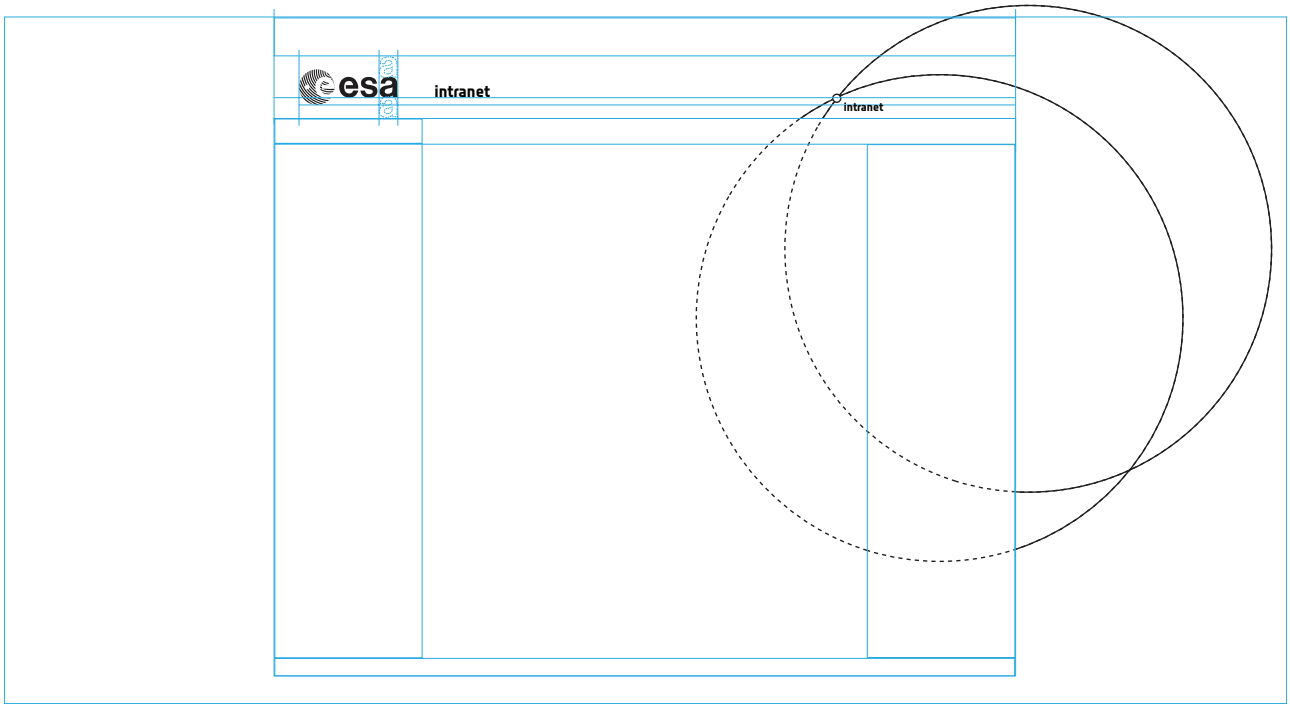
Notes

In the examples of the Web Portal header, the backgrounds feature a colour gradiant related to the subject of the website.

Content linked

To download the Web Portal header template:

7.9.1 INTRANET: GRID & SAMPLE



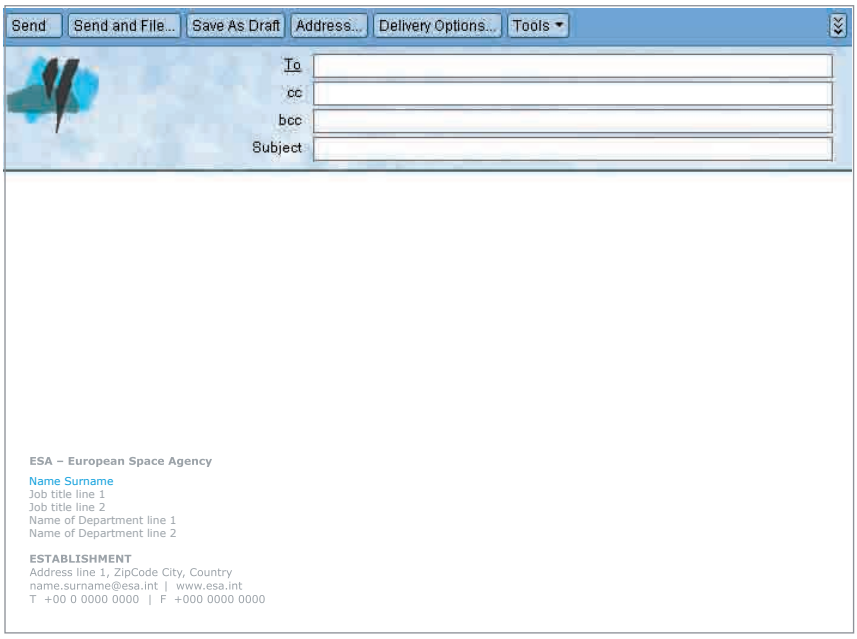
ESA Intranet homepage grid

ESA Intranet homepage

Notes

The ESA Intranet features a gradient background and the orbits.

7.10.1 EMAIL SIGNATURE



Preview in Lotus window:

Given the reduced dimensions, the signature has been realised with system font.

The editable text format of the email signature is in Verdana.

The example shows the maximum length. In case of shorter text, delete the remaining space.

ESA – European Space Agency ← Verdana Bold 8 pt RGB: 116,118,120

Name Surname ← Verdana Regular 8 pt RGB: 0,161, 224

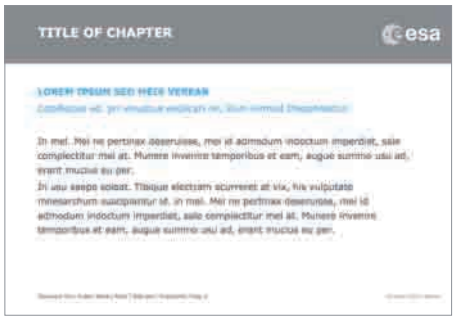
Job title line 1
Job title line 2
Name of Department line 1
Name of Department line 2
← Verdana Bold 8 pt RGB: 116,118,120

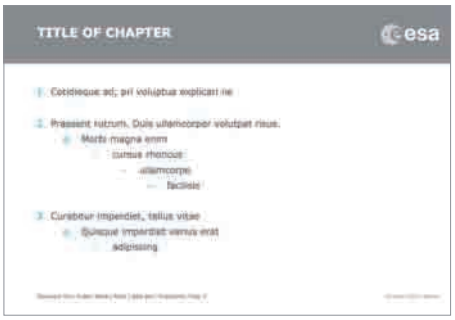
ESTABLISHMENT
Address line 1, ZipCode City, Country
name.surname@esa.int | www.esa.int
T +00 0 0000 0000 | F +000 0000 0000
← Verdana Regular 8 pt RGB: 116,118,120

Notes

The dimensions of the characters and interline spacing refer to the values given by the formatting interface of IBM Lotus Notes.

7.11.1 POWERPOINT PRESENTATION





The application of the ESA Logotype on the background follows the rules set in paragraph '1.8 Application on colour background' chapter '1 Logotype'.
The screen font of the editable text area is Verdana.

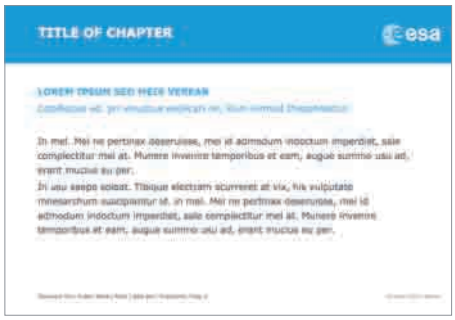
The screens are in the Silver and ESA Azure primary colour as described in the chapter '2 Colours'.

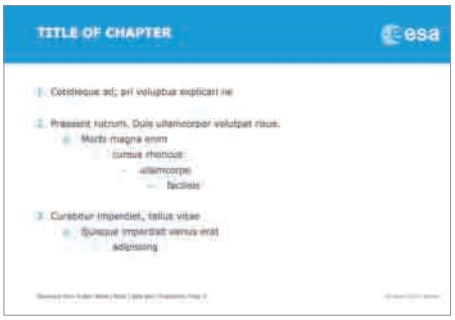
Content linked

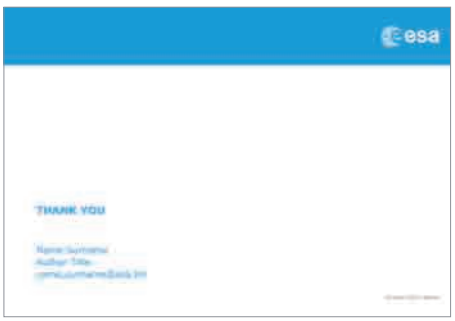
To download the PPT presentations template:

09_PPT_fullcolour_grey.ppt
09_PPT_fullcolour_grey.pot

7.11.2 POWERPOINT PRESENTATION







The application of the ESA Logotype on the background follows the rules set in paragraph '1.8 Application on colour background' chapter '1 Logotype'.
The screen font of the editable text area is Verdana.

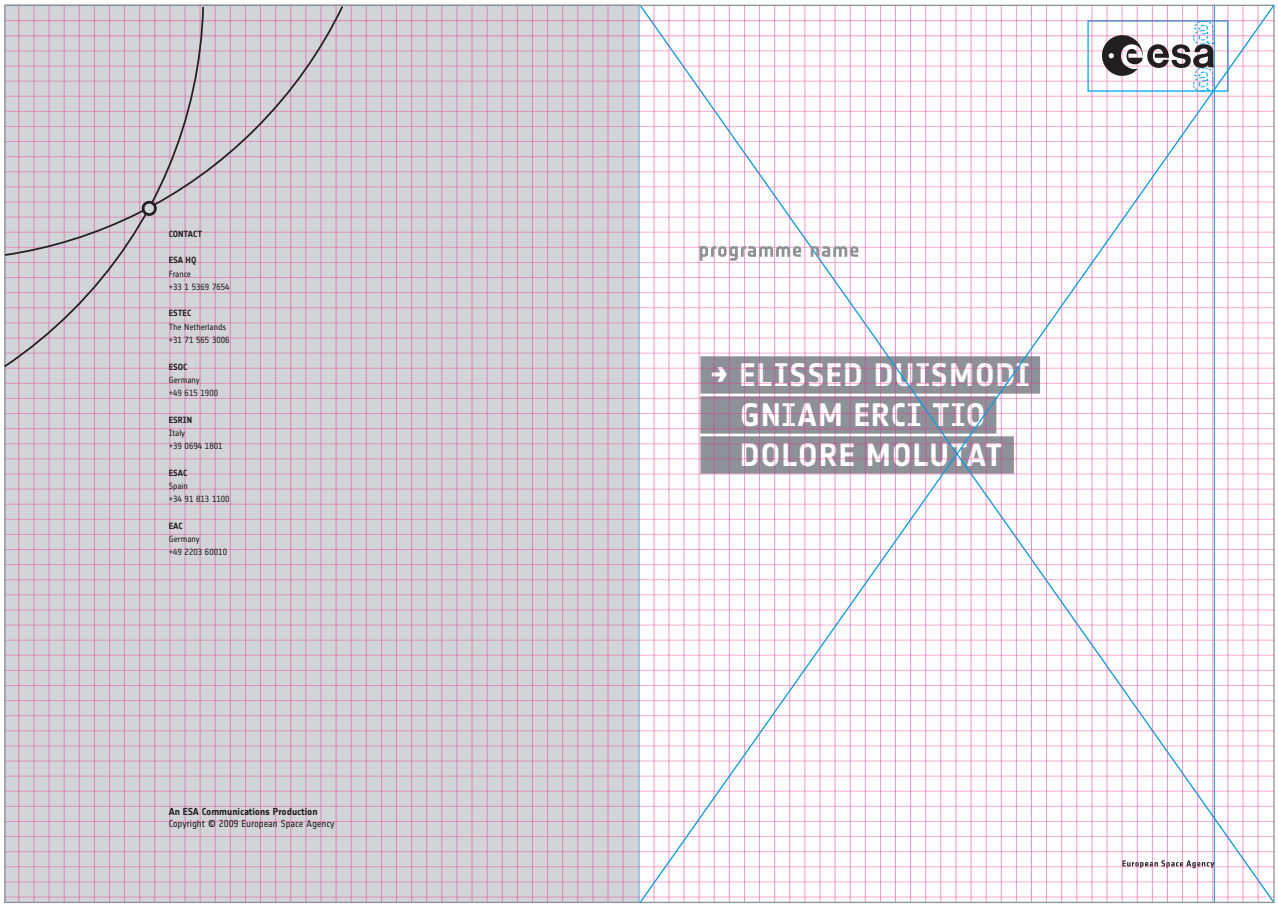
The screens are in ESA Azure primary colour as described in the chapter '2 Colours'.

Content linked

To download the PPT presentations template:

10_PPT_fullcolour_azure.ppt
10_PPT_fullcolour_azure.pot

7.14.1 BROCHURE: COVER GRID



Grid:

The grids of the brochures follow the same coherent logic in all the templates. Each page is sub-divided into six vertical columns which recall, from time to time, different layout settings.

Notes

This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the Brochure templates:

16_Brochure_templates.indd

or 16_Brochure_templates.pdf

7.14.2 BROCHURE: COVER

Layout:

The application of the ESA Logotype on the background follows the rules set in paragraph '1.8 Application on colour background' and '1.9 Application on image background' in chapter '1 Logotype'.

The colours can be those of the neutral, primary, secondary palette and matched as described in chapter '2 Colours'.

Notes

This template is available in the vectorial format INDD for Offset and digital printing.

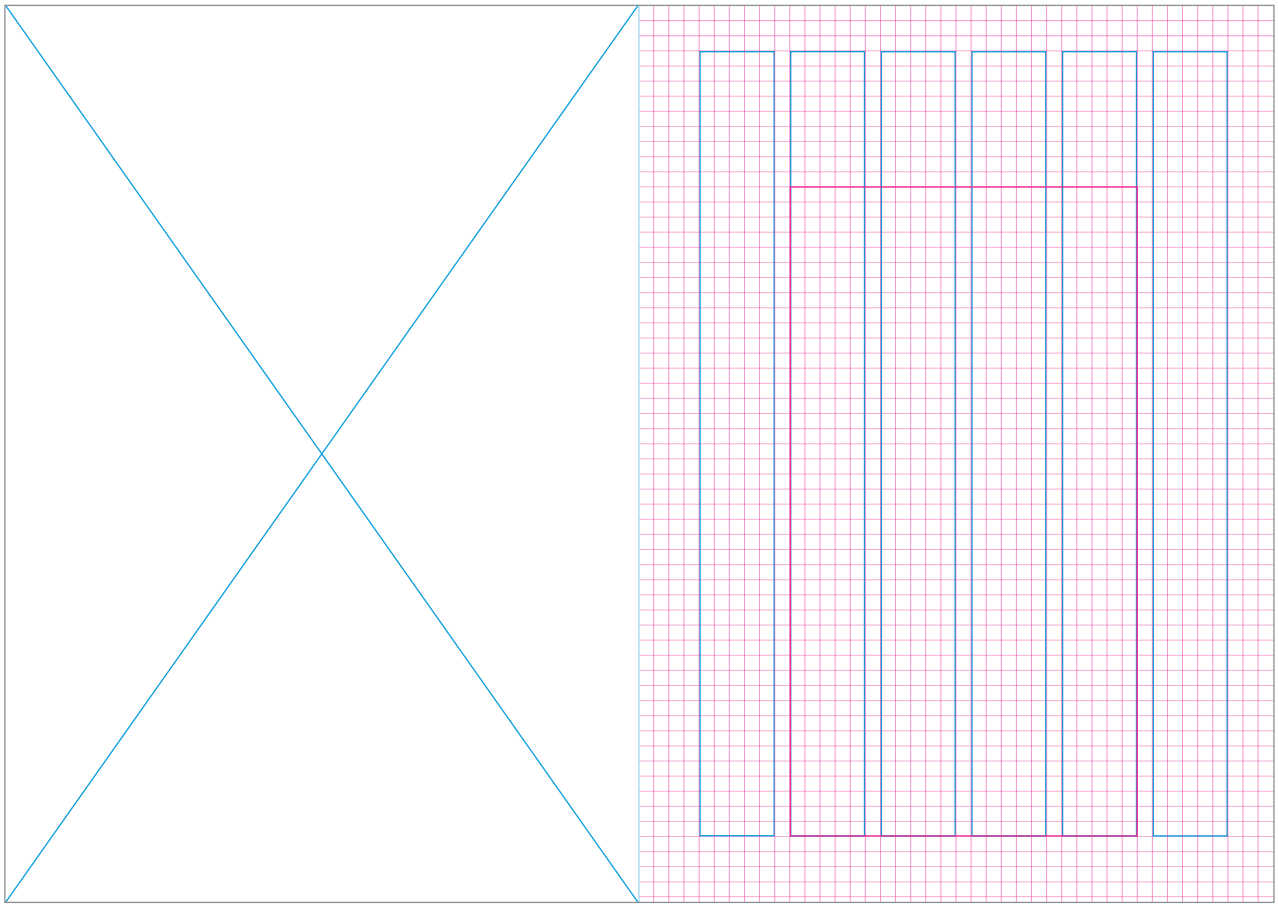
Content linked

To download the Brochure templates:

16_Brochure_templates.indd

or 16_Brochure_templates.pdf

7.14.3 BROCHURE: INDEX GRID



Notes

This template is available in the vectorial format INDD for Offset and digital printing.

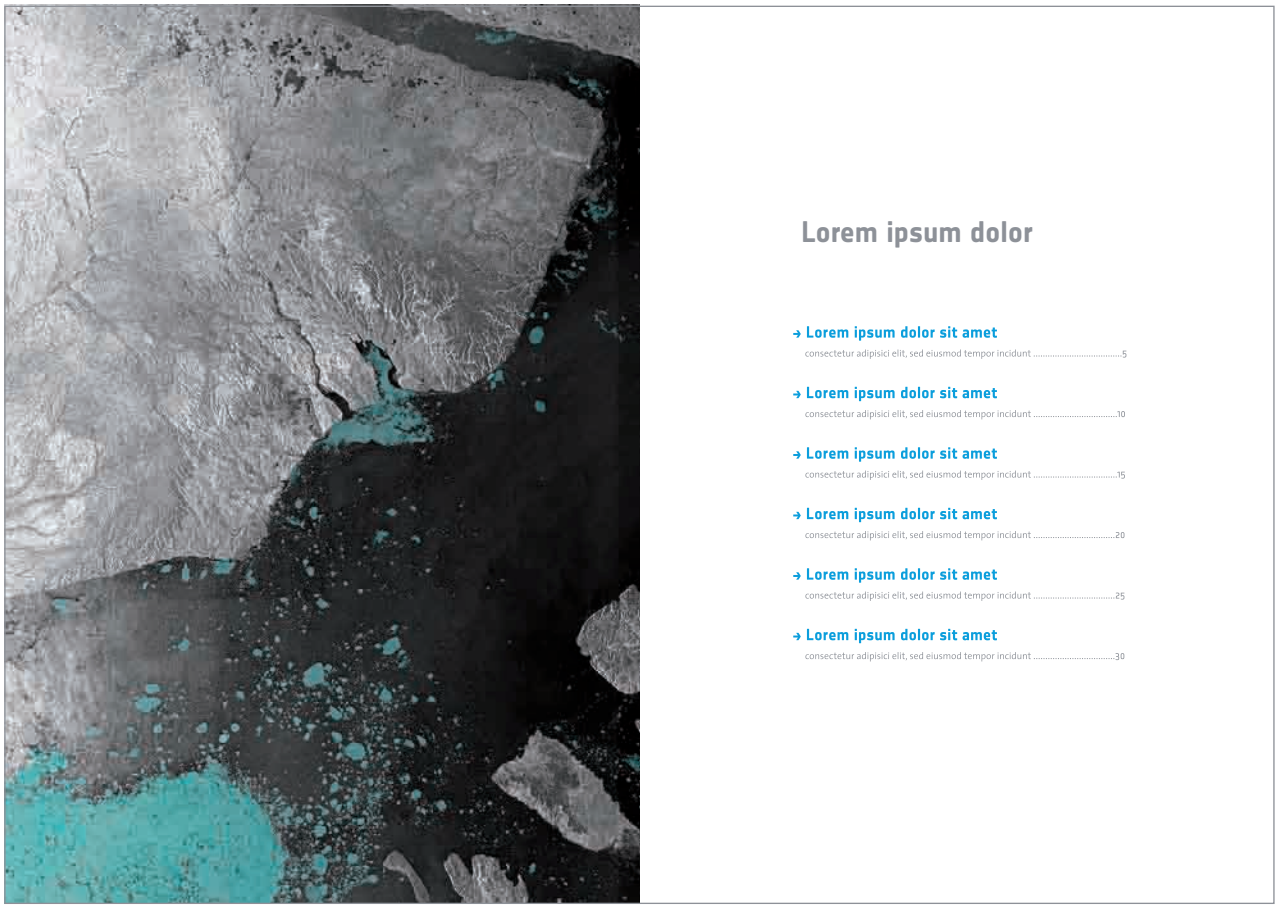
Content linked

To download the Brochure templates:

16_Brochure_templates.indd

or 16_Brochure_templates.pdf

7.14.4 BROCHURE: INDEX


Lorem ipsum dolor
→ Lorem ipsum dolor sit amet
consectetur adipisici elit, sed eiusmod tempor incidunt 5
→ Lorem ipsum dolor sit amet
consectetur adipisici elit, sed eiusmod tempor incidunt 10
→ Lorem ipsum dolor sit amet
consectetur adipisici elit, sed eiusmod tempor incidunt 15
→ Lorem ipsum dolor sit amet
consectetur adipisici elit, sed eiusmod tempor incidunt 20
→ Lorem ipsum dolor sit amet
consectetur adipisici elit, sed eiusmod tempor incidunt 25
→ Lorem ipsum dolor sit amet
consectetur adipisici elit, sed eiusmod tempor incidunt 30

Notes

This template is available in the vectorial format INDD for Offset and digital printing.

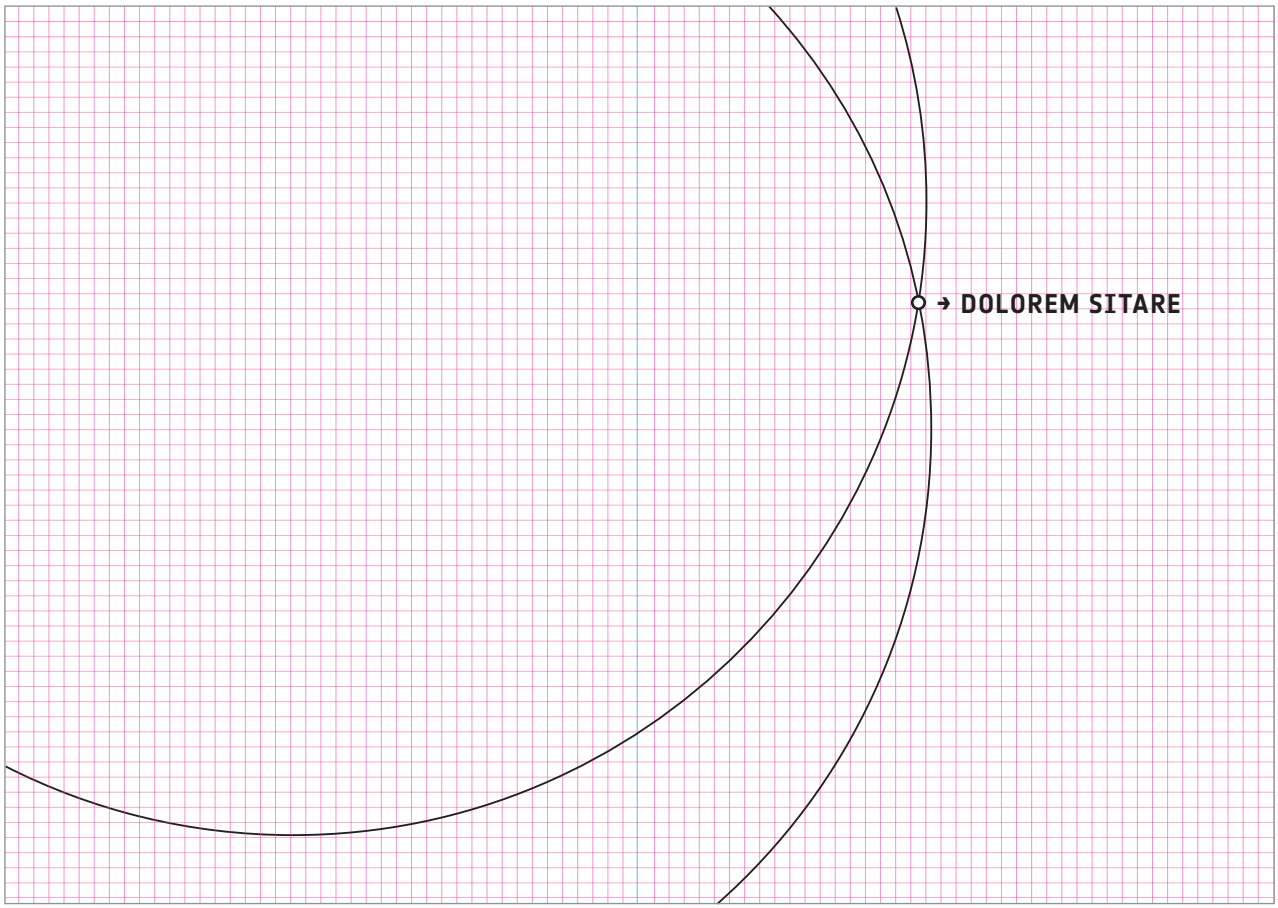
Content linked

To download the Brochure templates:

16_Brochure_templates.indd

or 16_Brochure_templates.pdf

7.14.5 BROCHURE: CHAPTER GRID

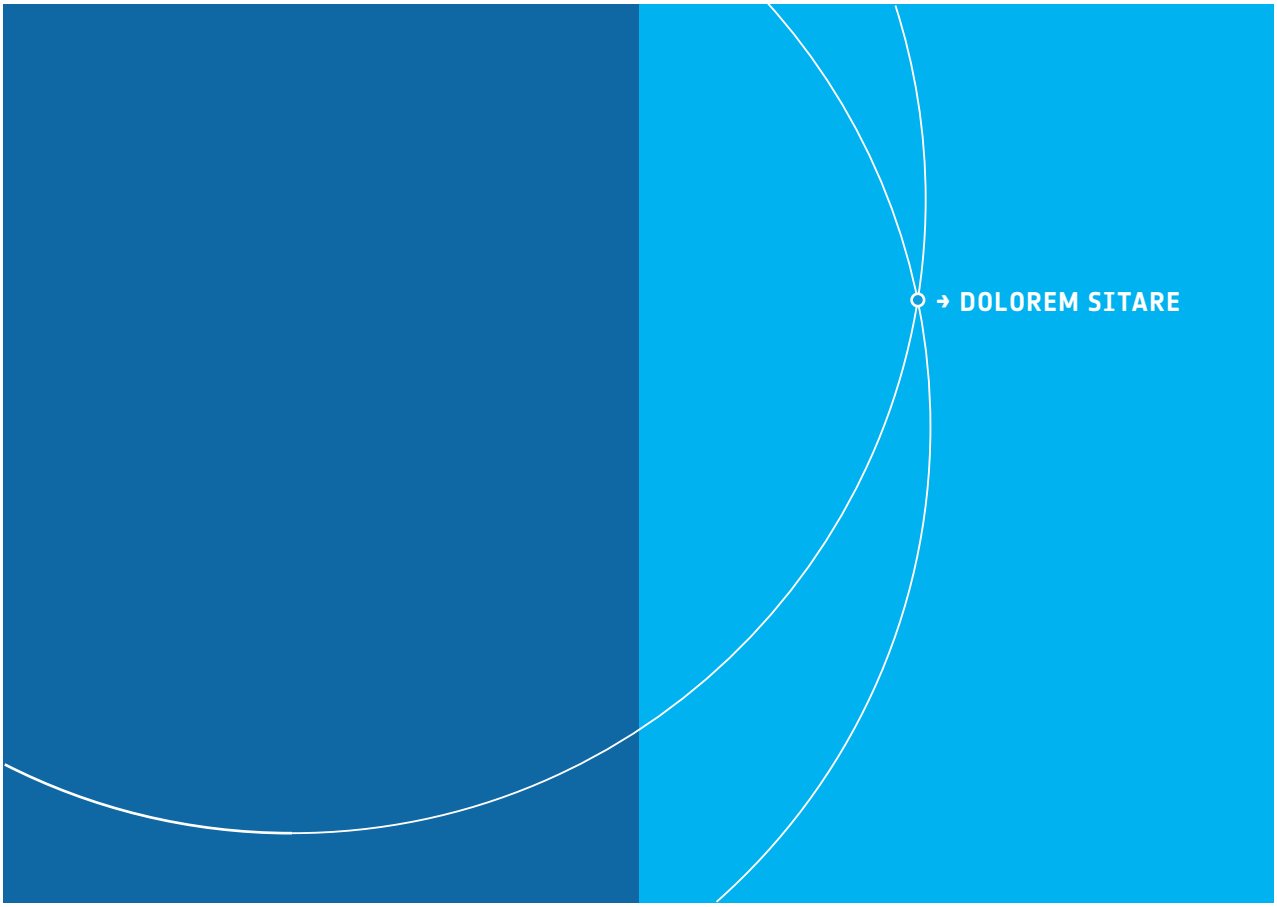


Grid:

In this grid for a chapter separator page, the orbits device and the hotspot are inserted. Their correct application is described in paragraph '6.2 The construction of orbits' in chapter '5 Layout elements'. The chapter separator can have one or two of the layout elements as described in '5 Layout elements' and can have titles either with or without orbits.

Notes	Content linked
This template is available in the vectorial format INDD for Offset and digital printing.	To download the Brochure templates: 16_Brochure_templates.indd or 16_Brochure_templates.pdf

7.14.6 BROCHURE: CHAPTER

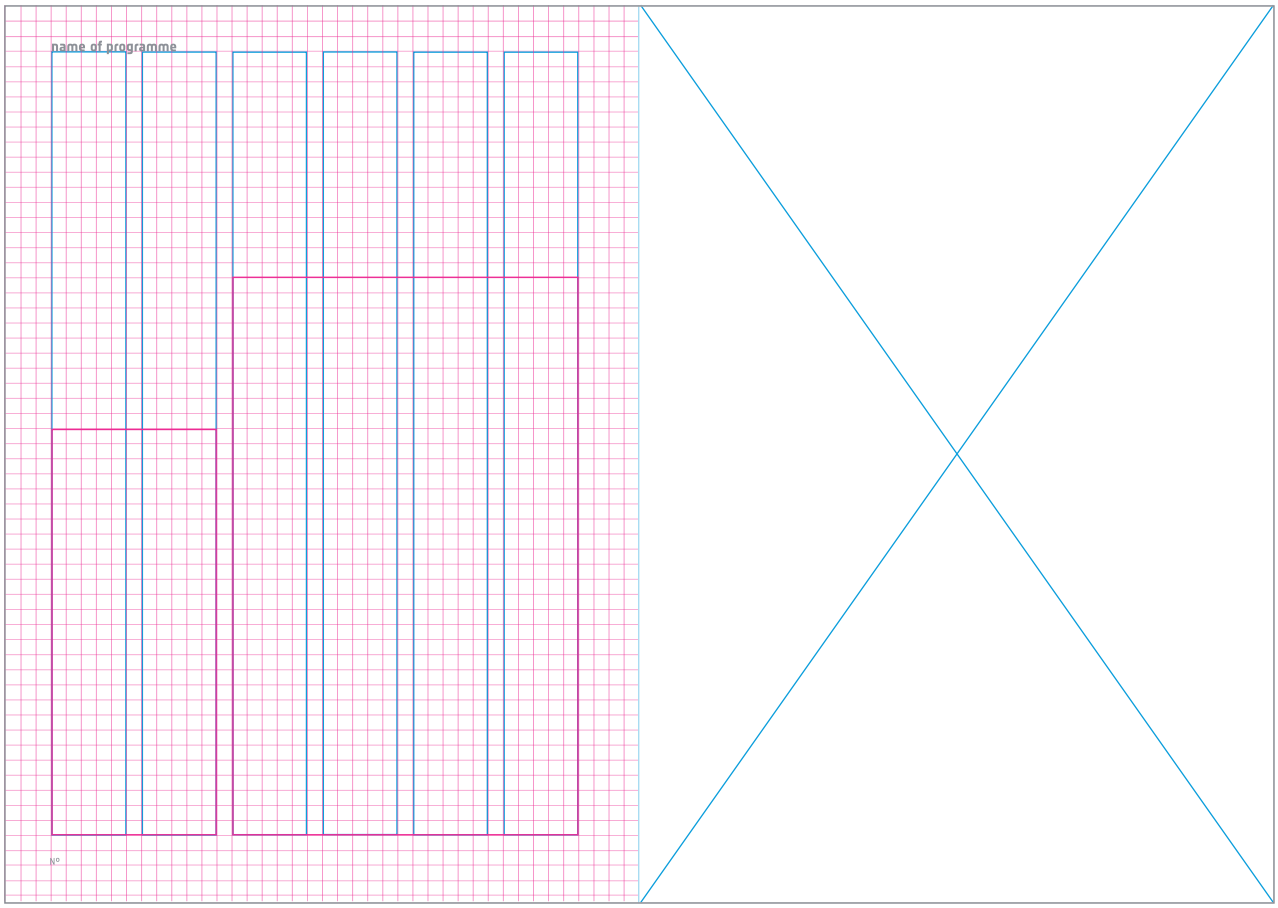


Layout example:

The layout of the chapter separator follows the colour rules found in '2 Colours' and the colours from the neutral, primary, secondary and matching colours palettes can be applied.

Notes	Content linked
This template is available in the vectorial format INDD for Offset and digital printing.	To download the Brochure templates: 16_Brochure_templates.indd or 16_Brochure_templates.pdf

7.14.7 BROCHURE: TEXT PAGE AND FULL-PAGE IMAGE GRID



Grid example

Notes

This template is available in the vectorial format INDD for offset and digital printing.

Content linked

To download the Brochure templates:

16_Brochure_templates.indd

or 16_Brochure_templates.pdf

7.14.8 BROCHURE: TEXT PAGE AND FULL-PAGE IMAGE

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11
→ SIT AMET GO!

Layout example:
In the layout where the full-page images are inserted including those integrated within the text, the logic as described in chapter '4 Picture language' is to be followed. For the application and choice of text inserted in the layout, it will be necessary to follow the rules regarding the font, type of text and sizes as described in chapter '3 Typography'.

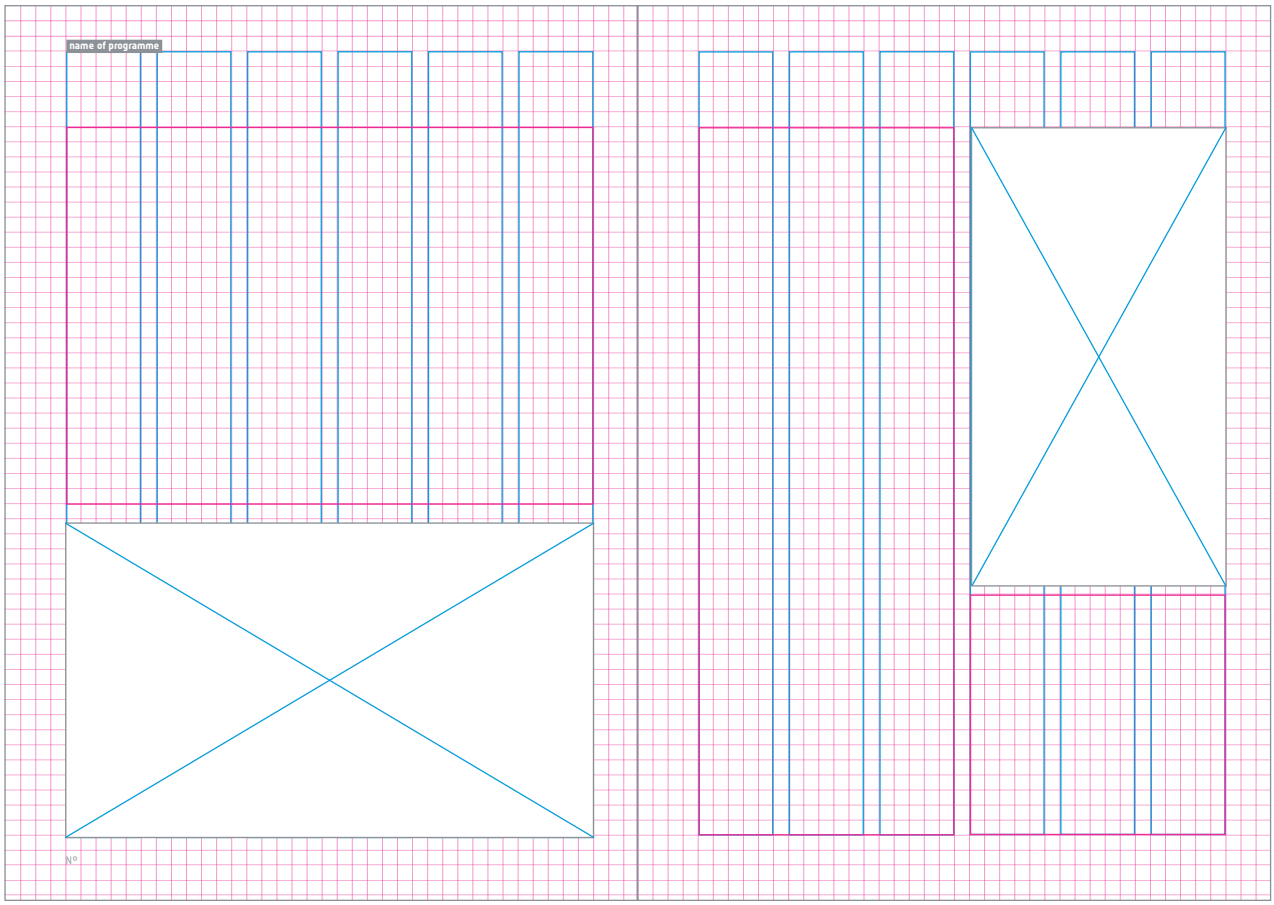
Notes

This template is available in the vectorial format INDD for offset and digital printing.

Content linked

To download the Brochure templates:
16_Brochure_templates.indd
or 16_Brochure_templates.pdf

7.14.9 BROCHURE: TEXT AND IMAGE GRID



Grid example

Notes

This template is available in the vectorial format INDD for offset and digital printing.

Content linked

To download the Brochure templates:

16_Brochure_templates.indd

or 16_Brochure_templates.pdf

7.14.10 BROCHURE: TEXT AND IMAGE

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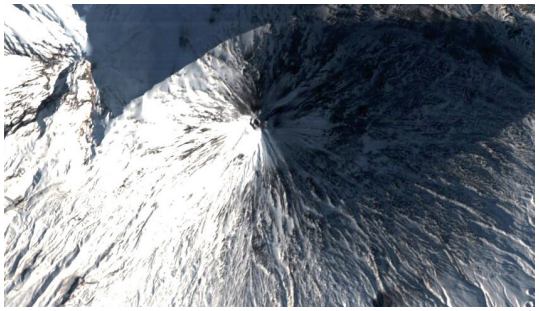

Aereal view of Fires in Greece during last summer fire emergency

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Layout example

Notes

This template is available in the vectorial format INDD for offset and digital printing.

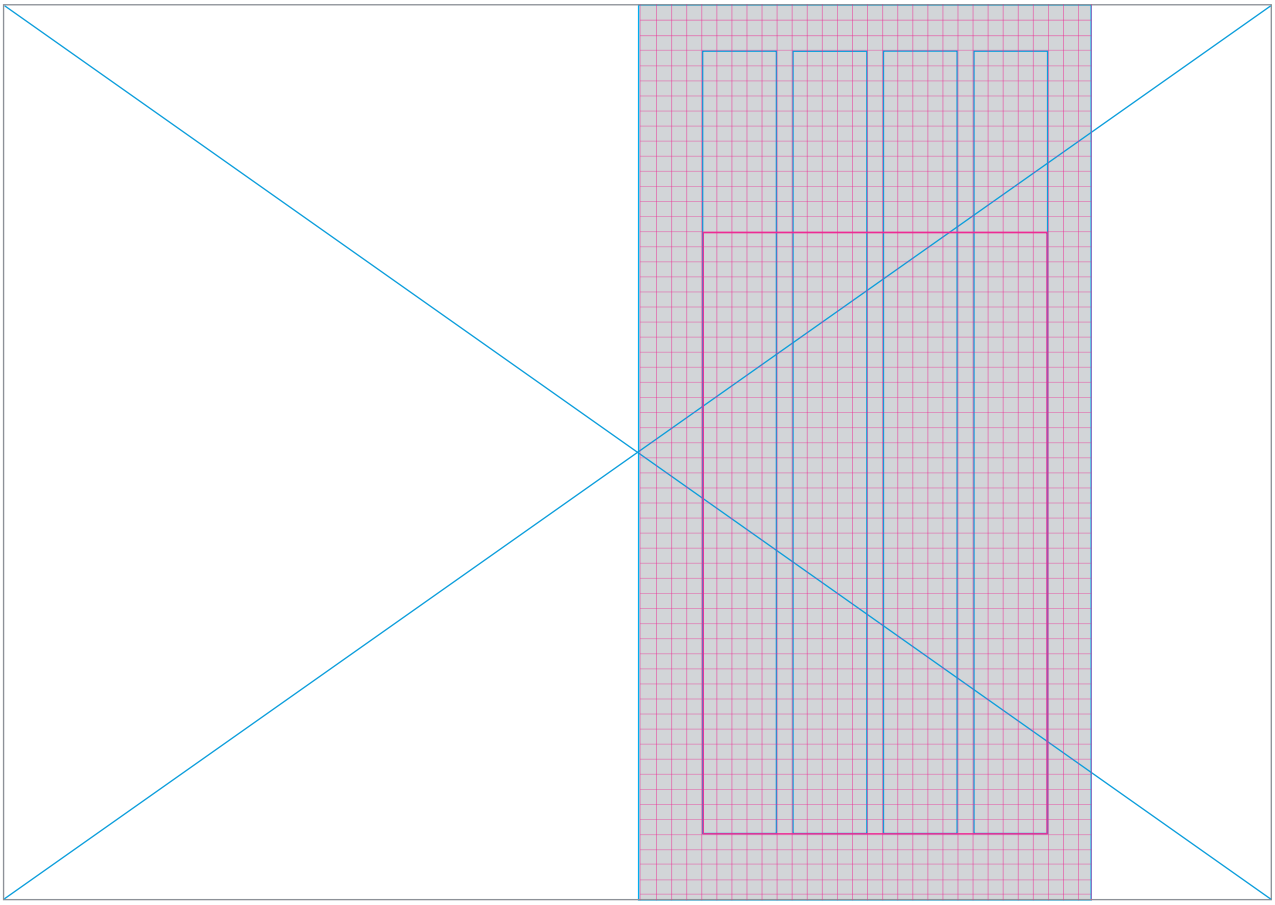
Content linked

To download the Brochure templates:

16_Brochure_templates.indd

or 16_Brochure_templates.pdf

7.14.11 BROCHURE: FULL-PAGE IMAGE AND TEXT GRID



Grid example

Notes

This template is available in the vectorial format INDD for offset and digital printing.

Content linked

To download the Brochure templates:

16_Brochure_templates.indd

or 16_Brochure_templates.pdf

7.14.12 BROCHURE: FULL-PAGE IMAGE AND TEXT

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Layout example

Notes

This template is available in the vectorial format INDD for offset and digital printing.

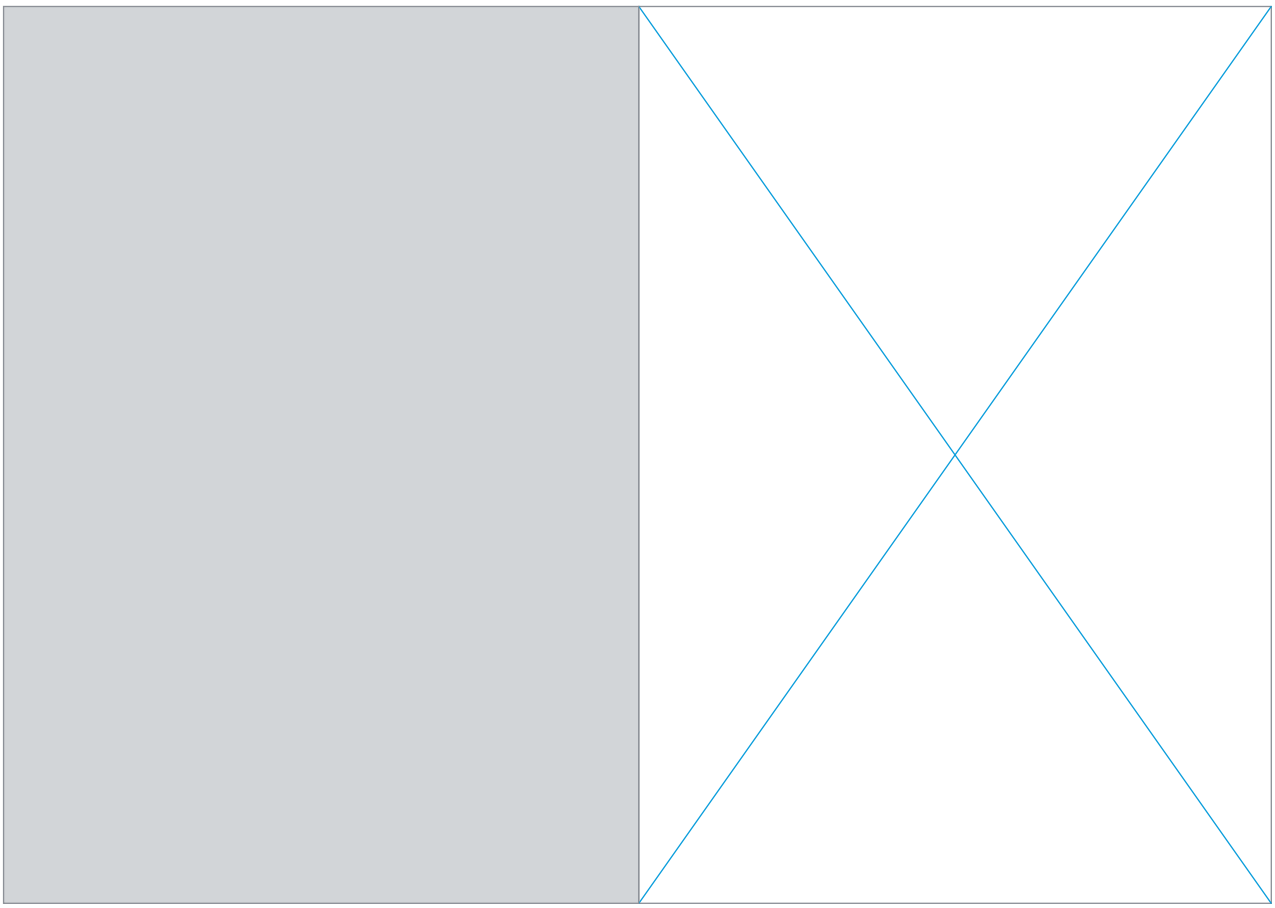
Content linked

To download the Brochure templates:

16_Brochure_templates.indd

or 16_Brochure_templates.pdf

7.14.13 BROCHURE: FULL-PAGE IMAGE AND QUOTE GRID



Grid example

Notes

This template is available in the vectorial format INDD for offset and digital printing.

Content linked

To download the Brochure templates:

16_Brochure_templates.indd

or 16_Brochure_templates.pdf

7.14.14 BROCHURE: FULL-PAGE IMAGE AND QUOTE

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→ FEUGINAM 500
→ LOREM IPSUM

Layout example

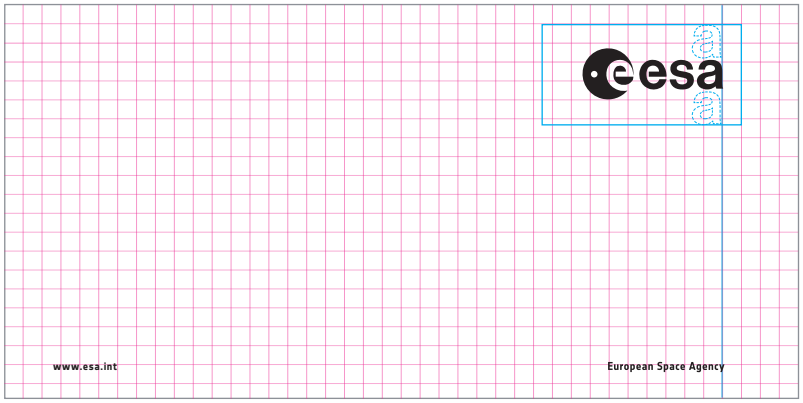
Notes

This template is available in the vectorial format INDD for offset and digital printing.

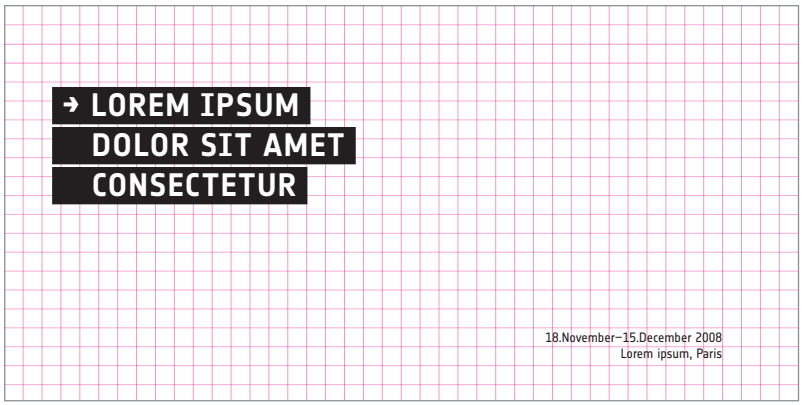
Content linked

To download the Brochure templates:
16_Brochure_templates.indd
or 16_Brochure_templates.pdf

7.15.1 HORIZONTAL LEAFLET GRID



Grid Front



Grid Back

Notes

This template is available in the vectorial format INDD for offset and digital printing.

Content linked

To download the Horizontal leaflet template:

17_Horizontal_leaflet.indd or 17_Horizontal_leaflet.pdf

7.15.2 HORIZONTAL LEAFLET

Layout Front

Layout Front:

For putting the ESA Logotype on a background, see '1.9 Application on background image' and in '1.7 Application on colour background' in chapter '1 Logotype'.

Layout Back

Layout Back:

For colour rules see '2 Colours'. For the correct insertion of the Title and Subhead, see chapter '3 Typography'.

Notes

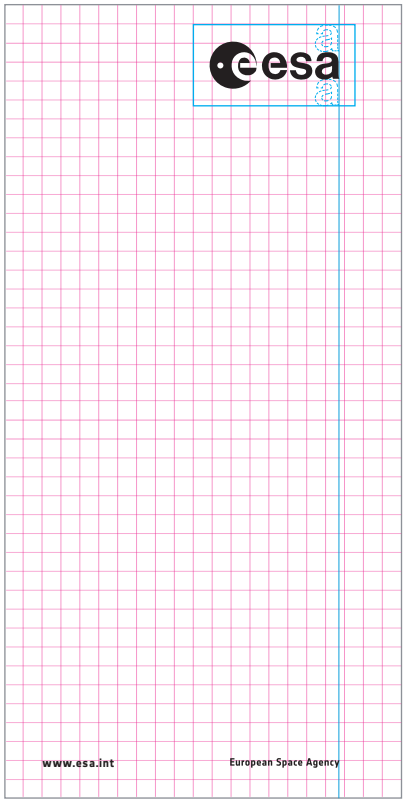
This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

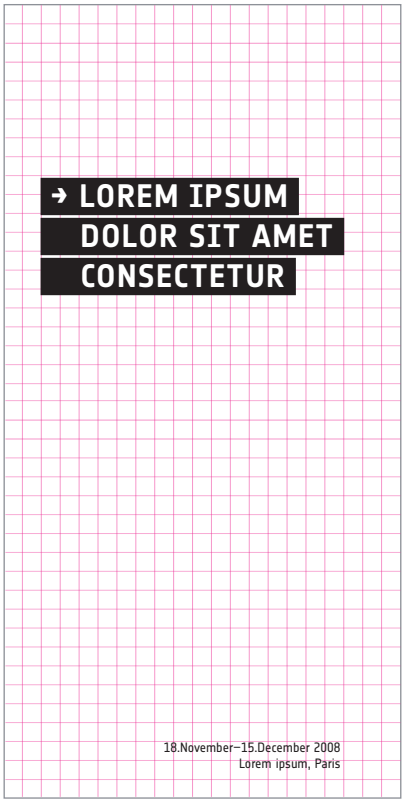
To download the Horizontal leaflet template:

17_Horizontal_leaflet.indd or 17_Horizontal_leaflet.pdf

7.16.1 VERTICAL LEAFLET GRID



Grid Front



Grid Back

Notes

This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the Vertical leaflet template:

18_Vertical_leaflet.indd or 18_Vertical_leaflet.pdf

7.16.2 VERTICAL LEAFLET

Layout Front

Layout Back

Layout Front:

For putting the ESA Logotype on a background, see '1.9 Application on background image' and in '1.8 Application on colour background' in chapter '1 Logotype'.

Layout Back:

For colour rules see '2 Colours'. For the correct insertion of the Title and Subhead, see chapter '3 Typography'.

Notes

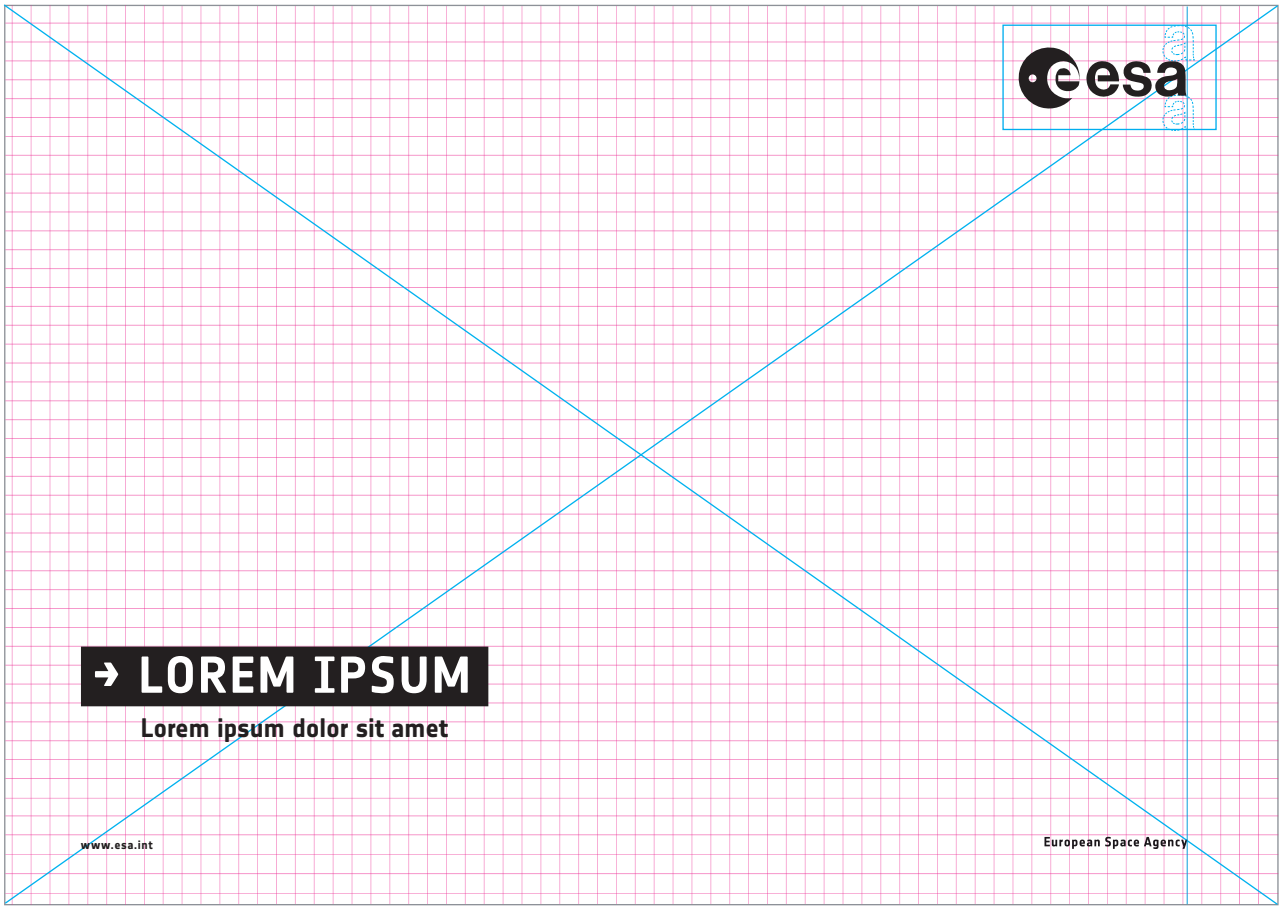
This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the Vertical leaflet template:

18_Vertical_leaflet.indd or 18_Vertical_leaflet.pdf

7.17.1 HORIZONTAL A1 POSTER GRID



Notes

This template is available in the vectorial format INDD for Offset and digital printing.

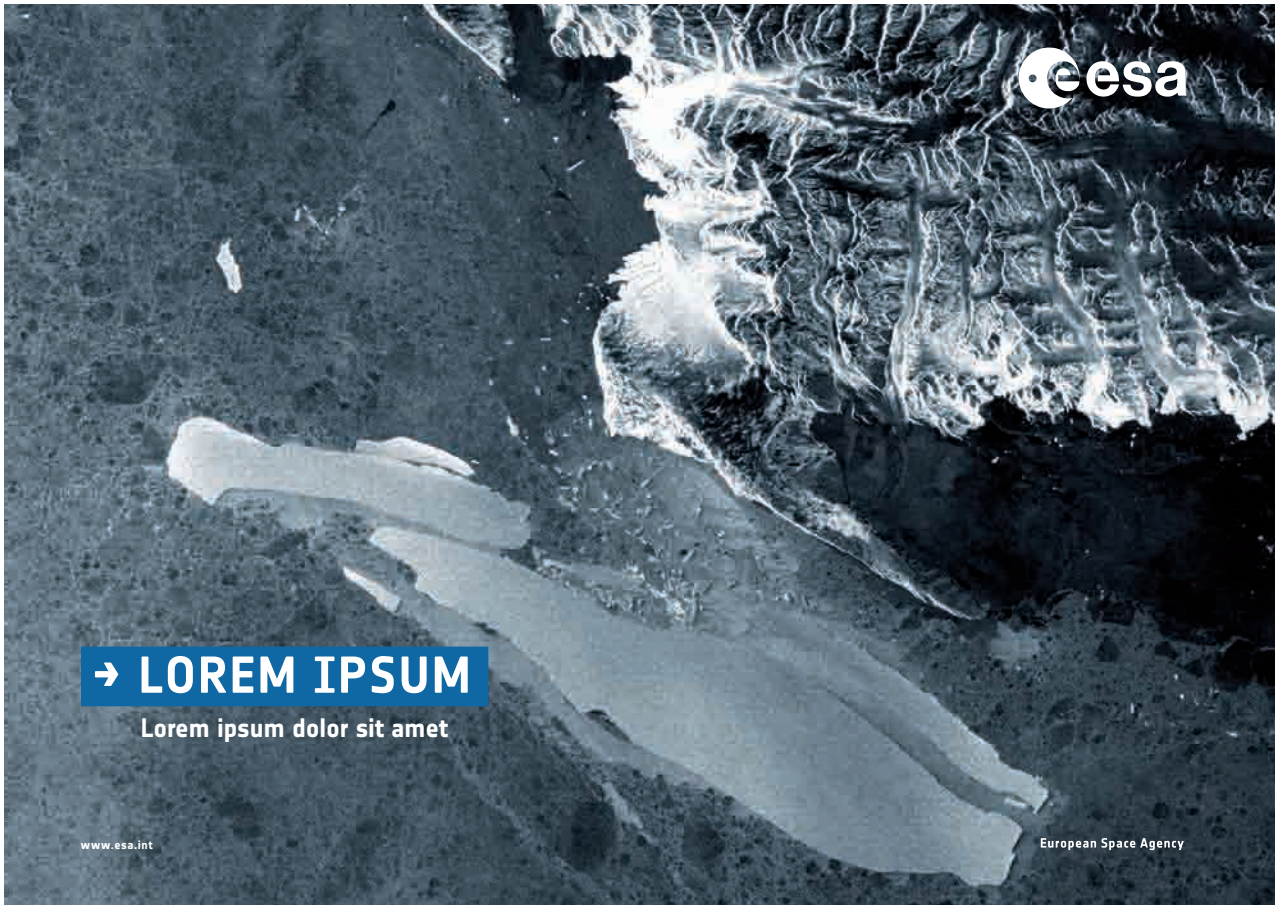
Content linked

To download the Horizontal A1 poster template:

19_Horizontal_A1_poster.indd

or 19_Horizontal_A1_poster.pdf

7.17.2 HORIZONTAL A1 POSTER



Layout:
The application of background images, follow the rules set out in '1.9 Application on image background' in chapter '1 Logotype'.

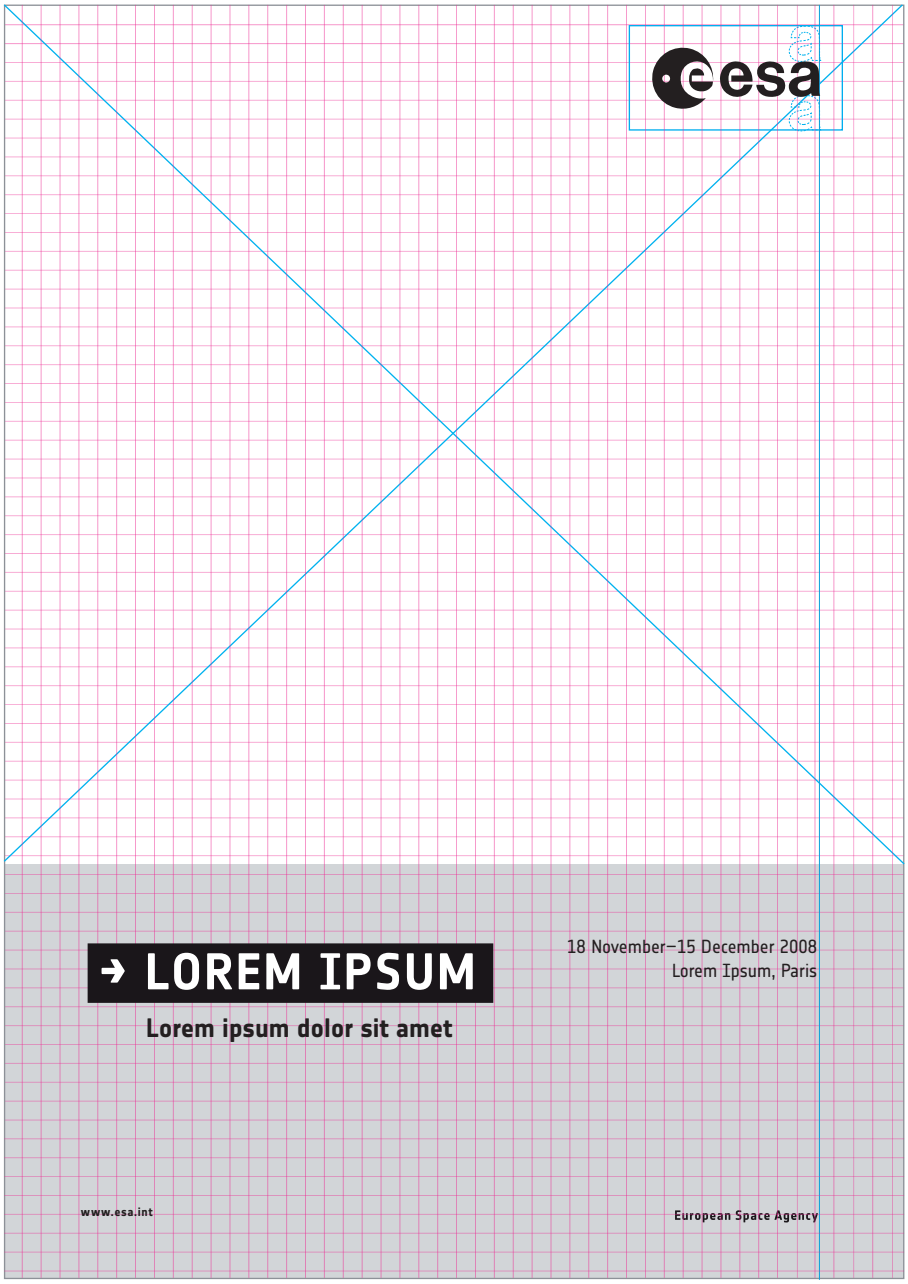
Notes

This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the Horizontal A1 poster template:
19_Horizontal_A1_poster.indd
or 19_Horizontal_A1_poster.pdf

7.18.1 VERTICAL A1 POSTER GRID



Notes

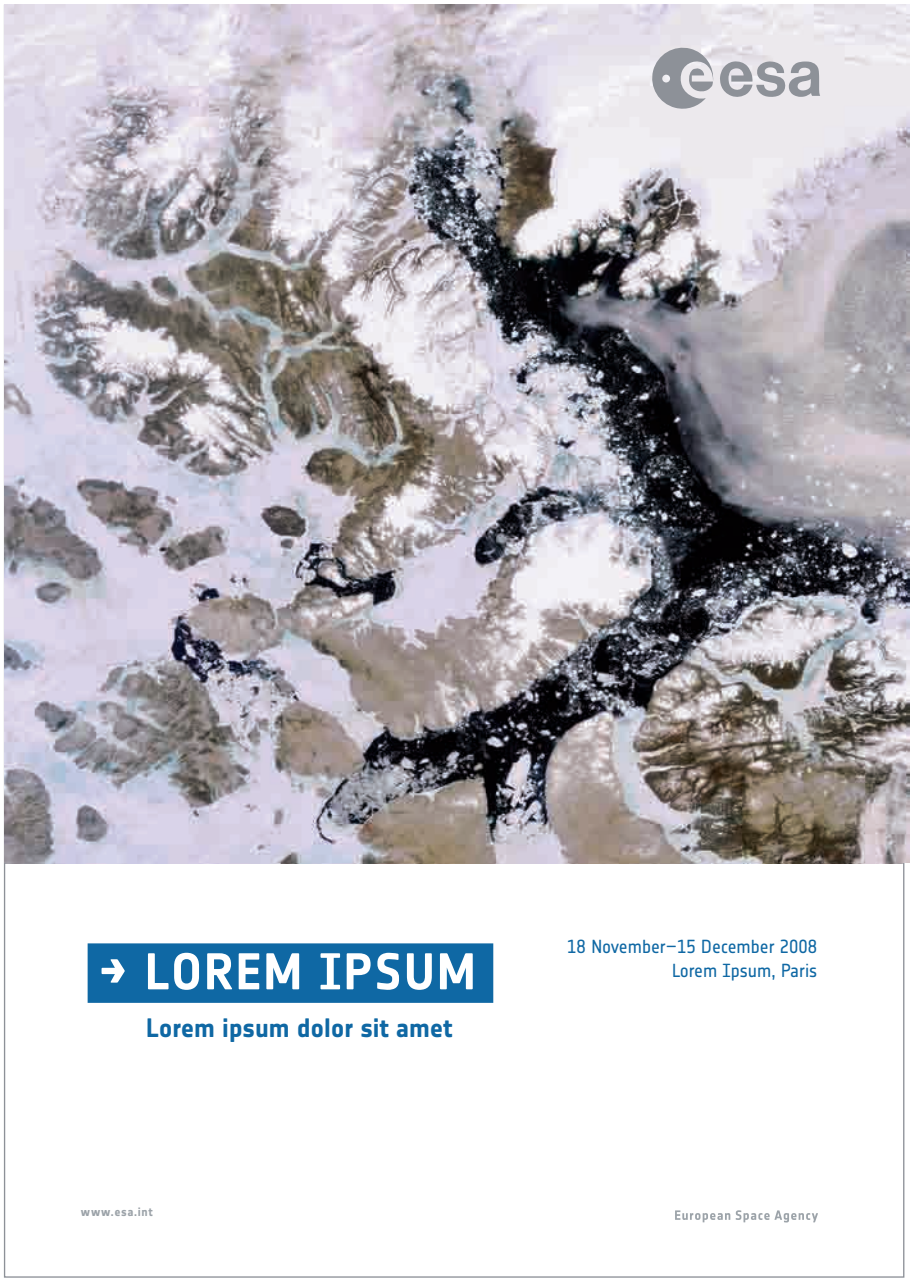
This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the Vertical A1 poster template:

20_Vertical_A1_poster.indd or 20_Vertical_A1_poster.pdf

7.18.2 VERTICAL A1 POSTER



Layout:
The application of background images, follow '1.9 Application on image background' in chapter '1 Logotype'.
For the lower part of the layout, the neutral, primary and secondary colour palettes can be used: for a description of the correct application of the colours see '2 Colours'.

Notes

This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the Vertical A1 poster template:
20_Vertical_A1_poster.indd or 20_Vertical_A1_poster.pdf

7 APPLICATIONS

7.19 NEWSLETTER

nameprogramme programme newsletter
→ Lorem ipsum dolor sit amet
Carpe diem quam minimum 6/7 June 2009 - register now!
esa
→ NEWSLETTER TITLE
nameprogramme programme newsletter
Issue X | Date 2009
In this issue:
– Lorem ipsum
– Carpe Diem
– Usque tandem igitur
– Fero fers tuli latum
– Rosae rosarum rosis
Lorem ipsum dolor sit amet
Aliquam at est lectus, ac euismod mauris. Sed tincidunt hendrerit rutrum. Aenean fermentum arcu at risus tempor vestibulum luctus turpis egestas. Maecenas blandit tempus condimentum. Aliquam erat volutpat. Aenean vel varius velit. Nunc fringilla mollis mauris eu tincidunt maecenas blandit tempus condimentum.

nameprogramme programme newsletter
Issue X | Date 2009
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"Nunc gravida auctor eros vel scelerisque. Donec nec magna lectus. Integer accumsan enim ut arcu luctus quis bibendum turpis faucibus nec magna lectu."

Layout of a standard ESA newsletter

Notes

This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the Horizontal A1 poster template:

15_newsletter.indd or 15_newsletter.pdf

7.20 CD/DVD LABEL

ESA CD/DVD label with orbits

ESA CD/DVD label with mission name

Notes

This template is available in the vectorial format INDD for Offset and digital printing.

Content linked

To download the CD/DVD label:

28_CD_DVD_label_ESA.indd
28_CD_DVD_label_ESA.pdf

7.21 BAG

Layout:

For the ESA bag, apply the ESA Silver colour as described in the chapter '3 Colours'.

The front of the ESA bag features ESA logo, signature, orbits and ESA portal url.

The back of the ESA bag features ESA logo and BIO logo.

BIO logo

Notes

This template is available in the vectorial format PDF or INDD.

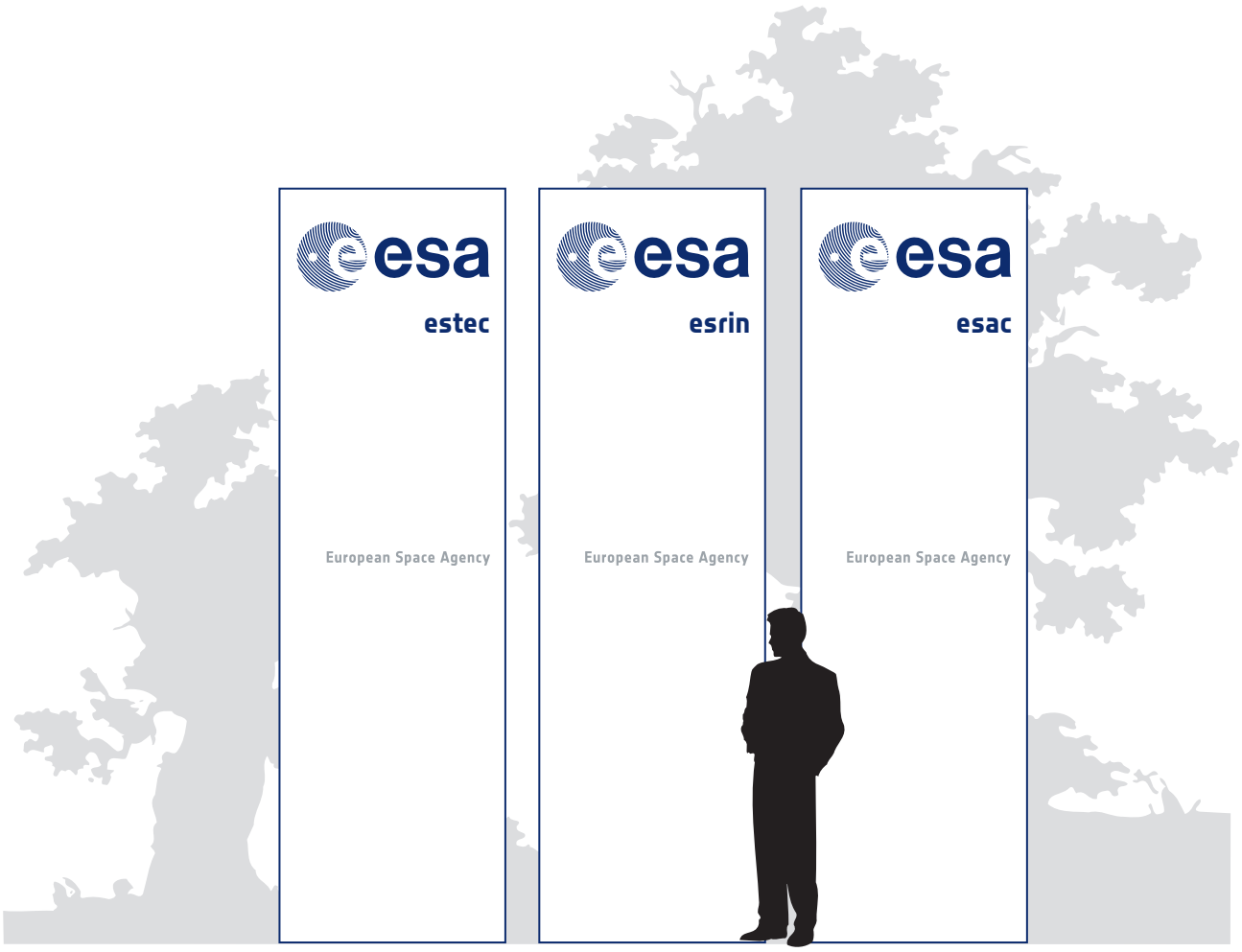
Content linked

To download the ESA flag template:

29_ESA_bag.indd

or 29_ESA_bag.pdf

7.22 ESTABLISHMENT ENTRANCE



Layout example:

Layout of totem at ESA establishment main gate (ESTEC, ESRIN and ESAC cases).

Notes

Files related to the totem can be provided to ESA's Facility Management by the ESA Corporate Design Service, corporatedesign@esa.int

7.23 ESA FLAG

Layout of the ESA flag that has to be used, wherever possible, on the poles of all ESA's establishments.
For ESA centres (e.g. Brussels office) where there is no room for all ESA Member State flags on poles, only the ESA flag shall be used.

Notes

This template is available in the vectorial format EPS or PDF.

Content linked

To download the ESA flag template:
30_ESA_flag.eps
or 30_ESA_flag.pdf

7 APPLICATIONS

7.30.1 DIGITAL FILES

Stationery

Source files	PDF	Office print
01_Letterhead.indd	01_Letterhead.pdf	01_Letterhead.dot
02_Fax.indd	02_Fax.pdf	02_Fax.dot
03_Business_card.indd	03_Business_card.pdf	---
04_Envelope_big.indd	04_Envelope_big.pdf	---
05_Envelope_long.indd	05_Envelope_long.pdf	---
06_Compliment_slip.indd	06_Compliment_slip.pdf	---
07_Press_realease.indd	07_Press_realease.pdf	07_Press_realease.dot

Presentations

Microsoft PowerPoint	PDF	Template
09_PPT_fullcolour_grey.ppt	---	09_PPT_fullcolour_grey.pot
10_PPT_fullcolour_azure.ppt	---	10_PPT_fullcolour_azure.pot

Publications

Source files	PDF	
15_newsletter.indd	15_newsletter.pdf	---
16_Brochure_templates.indd	16_Brochure_templates.pdf	

Poster and postcards

Source files	PDF
17_Horizontal_leaflet.indd	17_Horizontal_leaflet.pdf
18_Vertical_leaflet.indd	18_Vertical_leaflet.pdf
19_Horizontal_A1_poster.indd	19_Horizontal_A1_poster.pdf
20_Vertical_A1_poster.indd	20_Vertical_A1_poster.pdf

Notes

All the digital files are available on DVD supplied with the Corporate Identity Manual and can also be found at the following address:

http://www.esa.int/identity

7.30.2 DIGITAL FILES

Web Portal Header

21_Header_home.psd

22_Header_national_section.psd

23_Header_establishment_section.psd

24_Header_programme_section_1.psd

25_Header_programme _section_2.psd

26_Header_mission_section.psd

Other Applications

Source files	PDF	Office print
28_CD_DVD_label_ESA.indd	28_CD_DVD_label_ESA.pdf	---
29_ESA_bag.indd	29_ESA_bag.pdf	---
30_ESA_flag.eps	30_ESA_flag.pdf	---

Notes

All the digital files are available on DVD supplied with the Corporate Identity Manual and can also be found at the following address:

http://www.esa.int/identity

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ISBN 978-92-9221-024-3